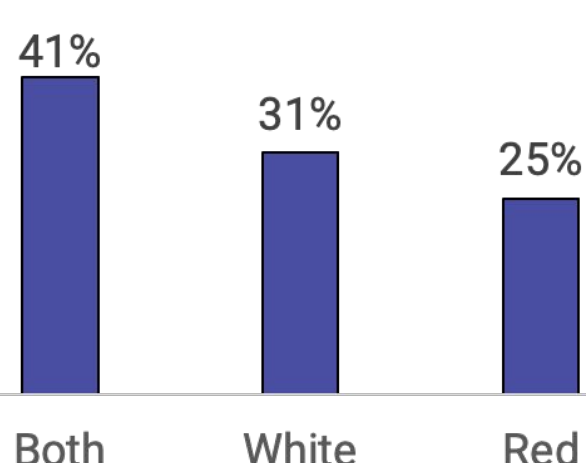


Alcohol Vertical Survey Results

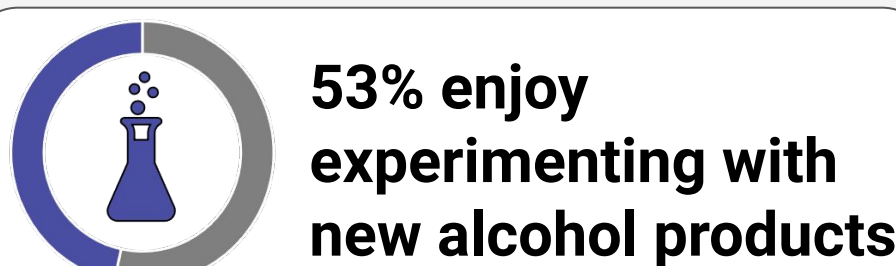
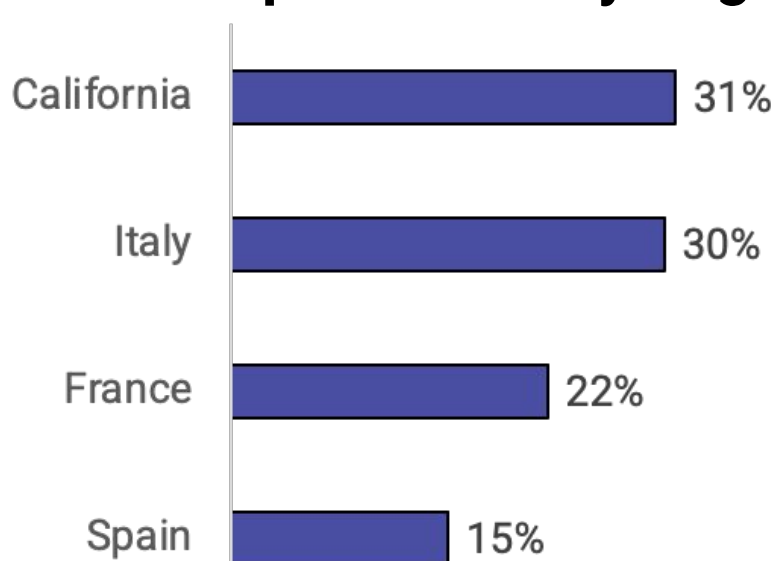
Age Group	21 to 34	35+
Prefers to Drink	Hard Seltzer, Hard Lemonade, Sake	Beer, Sparkling Sodas
Red or White Wine	White	Both Red + White
Wine Varieties	Rose, Chardonnay, Sauvignon Blanc	Riesling, Shiraz, Zinfandel
Sweet or Dry	Sweet / Semi-Sweet	Dry
Body	Lighter	Full Body
Beer	Ales	Lager
Liquor/Spirits	Gin, Tequila	Whiskey, Cognac
Descriptors	Hard, Blended, Rich, Elegant, Floral	Fresh, Craft, Fruit, Vanilla, Smoky, Malt
Drinks Per Week	1-2 drinks per week	3+ drinks per week
Where Shops	Local Liquor Store	ABC Store, Club Store, Natural Grocer
Why Shops There	Convenient, Helpful Staff, One-Stop Shop	Good Selection, Loyalty Program
Product Discovery	Social Content, Google Search, Online Ad	Browsing In-Store, Family/Friend Rec
Browsing In-Store	Visual Attraction of Pack, Roam Aisles, Read Different Product Labels	Promotions/Discounts/Sales, Large Product Selection
Social	TikTok, YouTube Instagram	Instagram Facebook
# of Content	4-5 pieces	3 pieces
Attitude	Experiment with New Products	Stick With Products They Know
Content Recommendations	Video Content, Celebratory/Special, Fun Experiment, Product Reviews, Visually Attracting Pack, Convenience	Photo Content, Variety/Stands Out, Adds Fun/Spice to Grocery Shopping, In-Store Promotions, Compelling Reason to Try vs. Their Usual Favorites

Wine

Red or White?

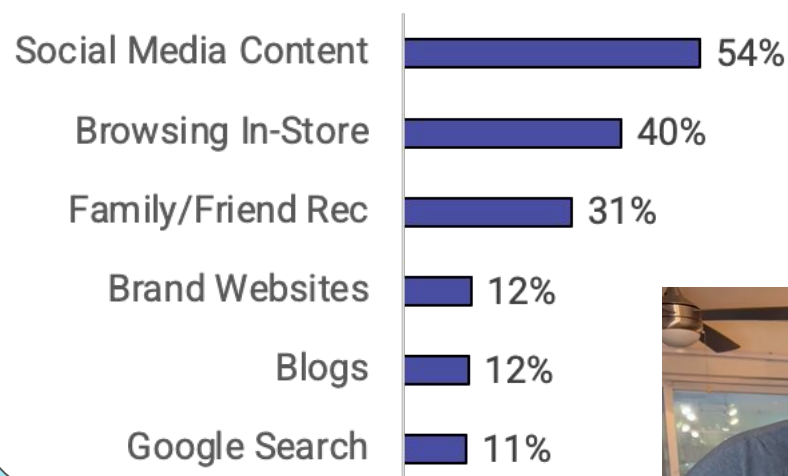


52% Shop for Wine By Region

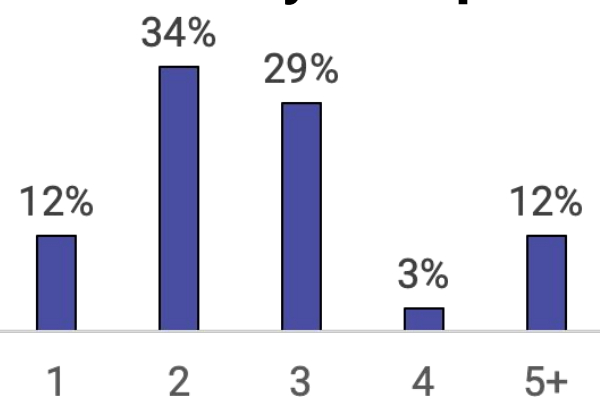


Discovery

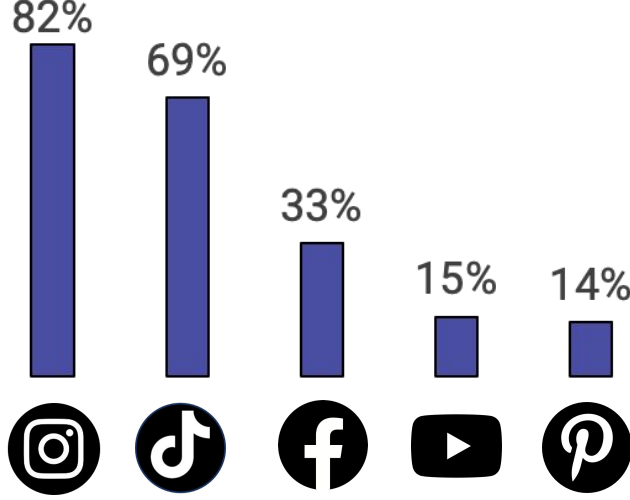
Product Discovery



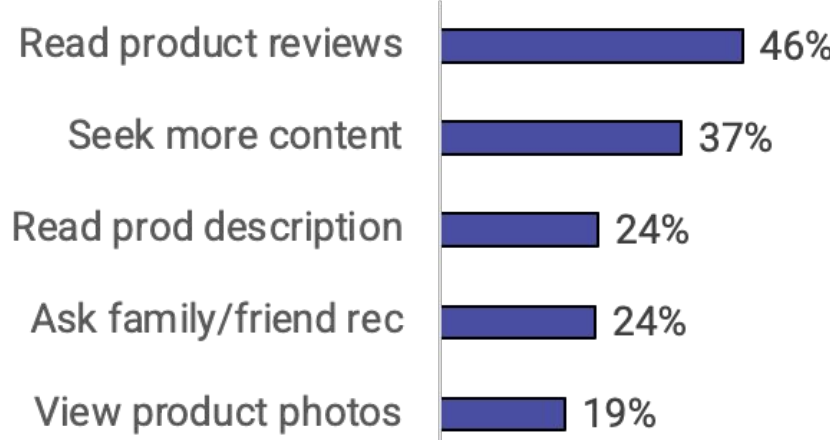
44% must see 3+ pieces of content to buy new product



Social Discovery

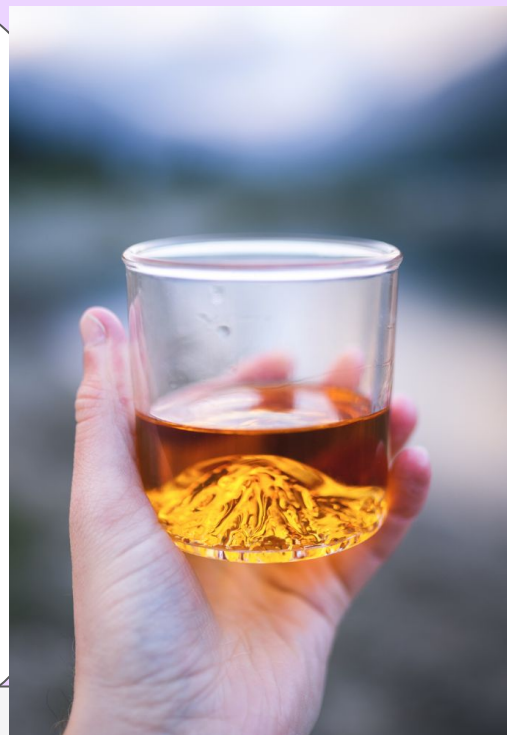


Next Steps Bef Purchase

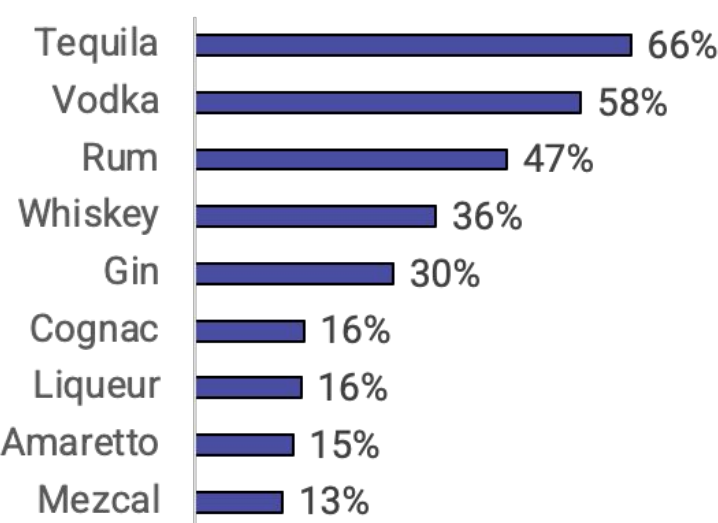


Beer and Liquor/Spirits

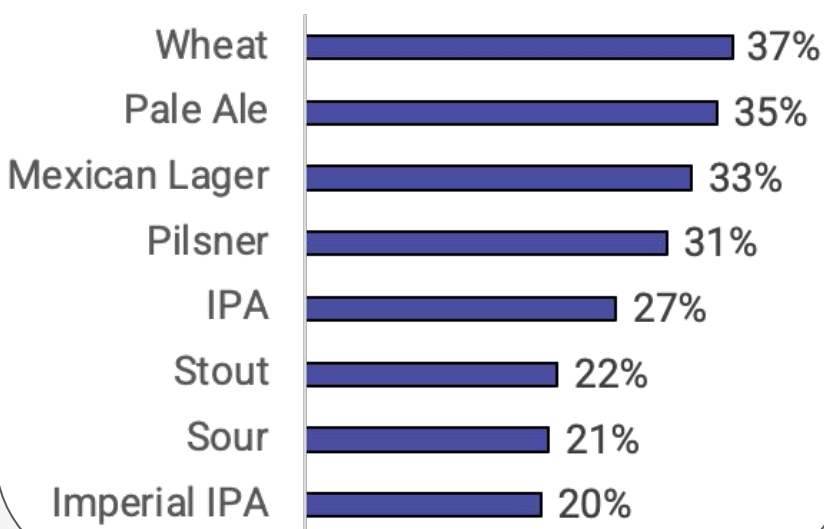
Alcohol Types Prefers



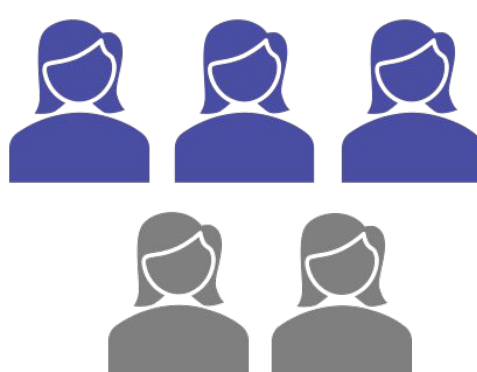
Spirits Prefers



Beer Styles Prefers



3 of 5 prioritize buying Craft Beer



Whiskey Styles Prefers

