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Situation Analysis

Demand 2011: Vodka represents 41% of Spirit Consumption

- 2009: 4.7% Growth since 2004, expected 5% growth by 2014
- Consumer Make-up:

1.) Older males: Price-conscious, brand loyal

Competition 2.) younger males (40%): price-conscious, less loyal

- 80% of market volume made up of Vodka <\$10 bottles
- Vodka market is flooded with >\$30 brands
- Smirnoff (1998 \$10 bottle, 2011 \$20) made up 20% of market share



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