



WHISTLEPIG

-WHISKEY-



PiggyBack Campaign for WhistlePig Whiskey 2023



Meet The Team!



From left to right: **Alireza, Vats, Sarah, Kaylia**



Agenda

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WhistlePig Branding Question

Should PiggyBack be an extension or apart of the WhistlePig Core Portfolio?



Marketing Trends

Post Pandemic Trends

“Consumers experience of drinking in smaller social groups within homes and backyards may shape future social interactions, with more consumers choosing to socialize at home rather than bars” (*Mintel 2021*).

Mintel data shows consumers are motivated to find tangible benefits from their purchases (*2021*).

59% of respondents agreed to the statement the pandemic made me realize the cost savings of drinking at home compared to a bar/restaurant (*Mintel, 2021*).

Premiumization is on the rise (*Mordor Intelligence, 2022*).



Primary Data

Qualitative Process

Regular Consumers

- Conducted through zoom.
- 10 regular consumers, 6 male and 4 female.
- Had to drink whiskey once per month.

Experts

- 5 experts
- 2 liquor stores, 1 distributor,
2 professional bartenders/ mixologists.
- 3+ years in the industry.

Quantitative Process

Qualtrics Survey

- 60-40: male-female, aged 25-50.
- Regular bourbon or rye drinkers (once every 30-60 days).

Funnel of Experts & Regular Consumers



Experts

Profession
Drinking Behavior
Rye/ Bourbon Specific
4 p's

Regular Consumers

Lifestyle
Drinking Behavior
Rye/ Bourbon Specific
4 p's



Target Market

30-39 year old male & female.

Willing to spend \$50 on PiggyBack.

Prefers to drink at home & intimate experiences.

Appreciate a whiskey that has versatility.

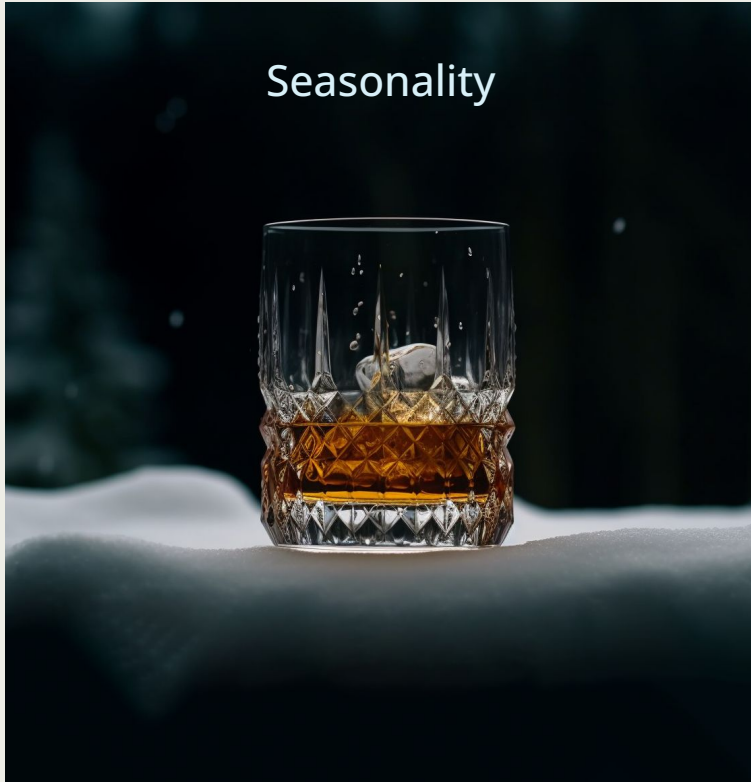
Average income: ~\$150,000/annum.

Likes to travel.

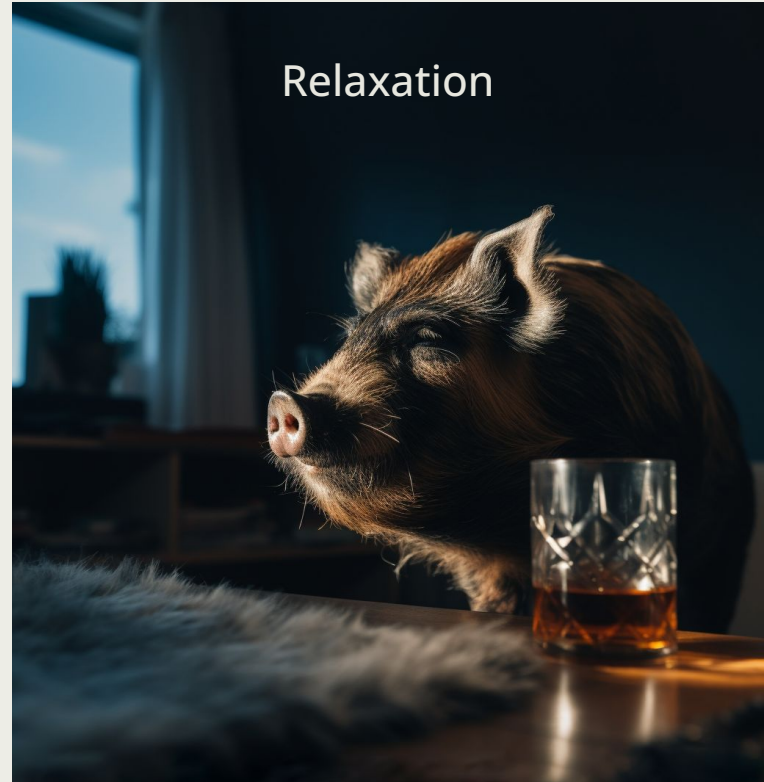
Data Analysis: Putting It All Together

Emerging Themes

Seasonality



Relaxation



Seasonality; Winter Prevails

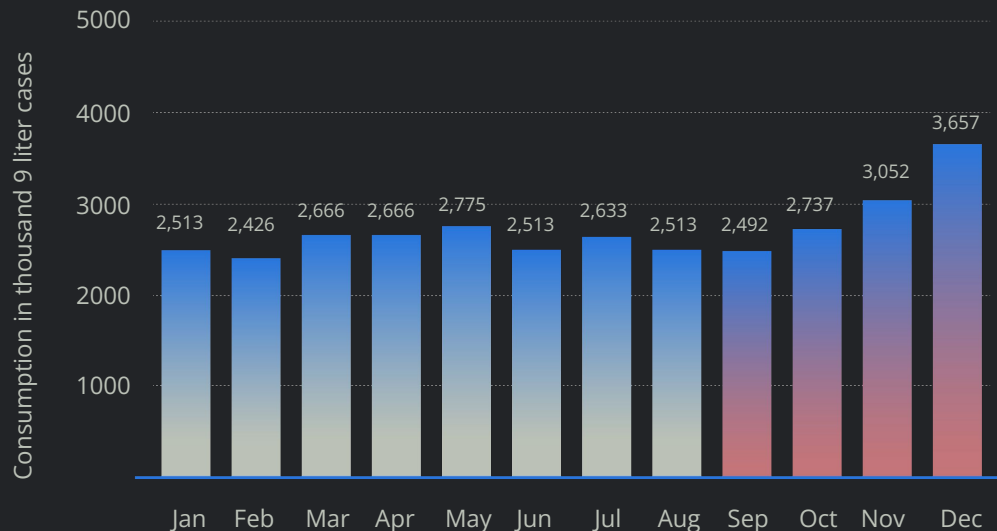
Majority of consumers preferred winter

"Hardcore whiskey drinkers drink year round...I personally prefer it when its cold mainly because its a dark beverage and my sales reflect that too."

- Male, Liquor Store Owner

"We make most of our general profit, around 80% through the months of October, November, and December. This is largely due to holidays and gifting."

- Male, Distributor



Total American whiskey consumption in the United States in 2020, by month (in 1,000 9 liter cases)

Statista

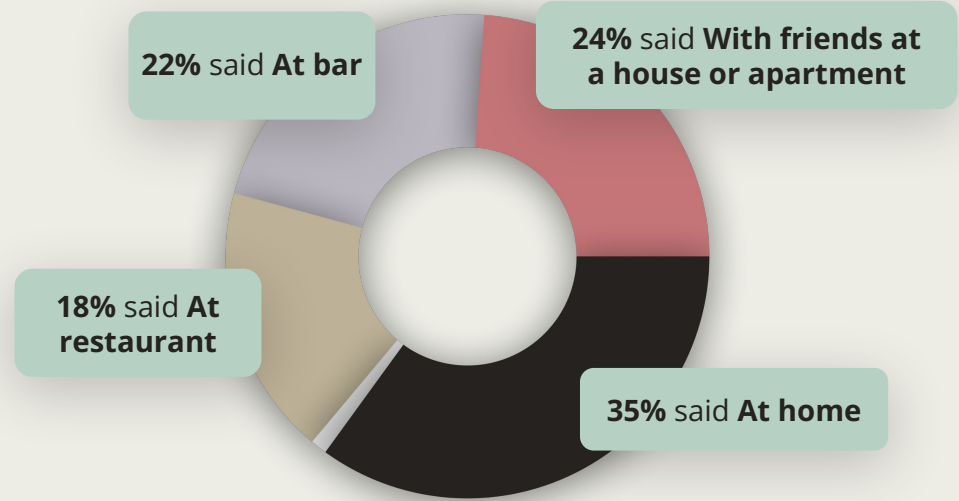
Relaxation is Key with Whiskey

"I reach for whiskey usually after it's been a pretty long day. Sometimes I work late nights. Often when this happens I will make a glass of neat bourbon and this helps me take the load off, sleep better, and wind down."

- Male, 34

"I think there is a reward type of feeling with whiskey. There's something to it that makes it seem like a special treat. It seems more elevated and relaxing about having a manhattan over a gin and tonic after a long week."

- Female, 46



82% said drinking at home instead of at restaurant/bars is a good way to save money.

Mintel, 2021

Research Overview

Secondary Research

Post-pandemic trends.
Importance of seasonality.
Emphasis on premium & once in a
lifetime experiences.

Primary Research

Target audience of PiggyBack.
WhistlePig branding question.
Consumption as an elevated &
relaxing experience.

Our Campaign Approach

“Discover the art of relaxation in every season with PiggyBack”

Highlighting that PiggyBack can be consumed year round.
Target those who appreciate and desire intimate drinking experiences.



Campaign Proposal

PiggyBack: Your Seasonal Escape

The following campaign showcases an animated pig, from the WhistlePig logo, in different seasons and settings to create a series of ads.



Spring



Outdoor Ad



IG Story Ad

Summer



Outdoor Ad



IG Story Ad

Fall



Outdoor Ad



IG Story Ad

Winter



Outdoor Ad




IG Story Ad


Social Media Activations

Social Media Challenges

Relaxation Social Media Challenge







 [whistlepigwhiskey](#) • [Follow](#) ...


 [whistlepigwhiskey](#) • Unwind and Win. Join our Relaxation challenge to become one of the lucky 3 to win an exclusive #PiggyBack gift set!

Take a moment for yourself, and share your favorite moment of relaxation.
Enter now for a chance to win a luxurious gift set, and make some of your favorite cocktails from the comfort of your home!

[#whistlepig](#) [#piggyback](#) [#unwind](#) [#momentofrelaxation](#) [#cocktails](#) [#mixologist](#) [#drinkup](#) [#drinkstagram](#) [#cheers](#) [#giveaway](#) [#whiskeygiveaway](#)

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22 HOURS AGO

 Add a comment... Post

PiggyBack Oasis

PiggyBack Oasis

Live music

Games

PB seasonal cocktails

Seasonal decor

PB Passports

Free pig keychains

Giant animated pig cutout



Google

Gmail

Compose

Inbox (1)

Starred

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Drafts (1)


More

Chandler

Monica Geller
I know


Joey Tribbiani
How you doing

Join us at Piggyback Oasis: Exclusive WhistlePig Event in Washington DC Inbox



Prepare for a remarkable journey through the world of PiggyBack whiskey, where you can indulge in the following highlights:


- Complimentary tastings of WhistlePig's acclaimed PiggyBack Rye and Bourbon allow you to savor their exceptional flavors and craftsmanship.
- Immerse yourself in the art of mixology with our free signature cocktails: the refreshing Rye Cherry Smash and the invigorating Bourbon Summer Rush.
- Engage in an unforgettable atmosphere with live music performances, thrilling games, and exciting entertainment.



Join us at Piggyback Oasis in Washington, DC, on July _____ for an exclusive celebration of WhistlePig's PiggyBack whiskey. It's an opportunity to embark on a whiskey adventure, discover new flavors, enjoy live entertainment, and connect with fellow enthusiasts.

Digital Mockup for PiggyBack Oasis

whistlepigwhiskey



♥ 🗨 📍

whistlepigwhiskey

Get ready, Washington D.C.! 🌸

The PiggyBack Oasis is making its way to the Wharf March 30th-31st, bringing complimentary spring and

Partnership Idea #1

Delta Airline Partnership

Delta Airlines Partnership

Partnering up with Delta airlines to promote PB to travellers.

Why they should partner with us?

- Aligned values
- We are offering some of the best whiskey in the market

PiggyBack Promotion:

- Year-round PB whiskey tasting in Delta lounges
 - Los Angeles (LAX)
 - New York - Kennedy (JFK)



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More

Chandler

Monica Geller
I know

Joey Tribbiani
How you doing

Join us for Free Whiskey Tastings and Cocktail Kits at Delta Sky Club in LAX and JFK Year-round!

We are pleased to announce that the award-winning whiskey brand WhistlePig will offer free whiskey tastings year-round at the Delta.

We can't wait to see you there!

Cheers,
Delta Airlines

Don't miss out on this exceptional opportunity, courtesy of Delta and WhistlePig.

delta



Join us for Free Whiskey Tastings at Delta Sky Club in LAX and JFK Year-round! We are pleased to announce that the award-winning whiskey brand WhistlePig will offer free whiskey tastings year-round at the Delta

Partnership Idea #2
Four Seasons Hotels & Resorts Partnership

Four Seasons Hotels & Resorts Partnership

Host seasonal, exclusive events with the Four Seasons at select locations whilst heavily promoting on social media.

Why they should partner with us?

- We offer some of the best premium, & high quality whiskey in the market.
- Aligned values

PiggyBack Promotion:

- Whiskey cocktail tastings
- Cocktail kits



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More

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Monica Geller
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How you doing

Exclusive Partnership: Four Seasons & WhistlePig - Embarcadero SF. Inbox



Join us at Four Seasons Embarcadero San Francisco on October __ - __ for an exclusive partnership event with WhistlePig, the distinguished whiskey distillery.

Digital mock ups for Four Seasons Partnership

fourseasons



fourseasons

Don't miss this unique opportunity to indulge in the world of whiskey at our luxurious Embarcadero location—limited availability for cocktail kits.

The Budget

Overall Budget: \$500,000

Production cost: \$30,000

Digital Ads
OOH Ads
10,000 PB Napkins & Coasters
5,000 PB Passports
5,000 Keychains
400 Cocktail Kits
10 Gift sets

Media cost: \$220,000

Digital & Social Ads:

- *Email Marketing*
- *Social Media Paid Ads*

OOH Ads (Transit Ads):

- *New York City*
- *Washington D.C.*
- *Miami*
- *San Francisco*

Activation cost: \$250,000

PiggyBack Oasis Pop-up Activation cost:

- *Washington D.C.*
- *Miami*
- *San Francisco*
- *New York City*

Media Calendar

Event	Spring	Summer	Fall	Winter	Media Tactics
Social Media Contest	April	August		February	Paid Social Media Organic Social Media
OOH	March — Miami	July — DC	November — SF	December — NYC	
PiggyBack Oasis	March — Miami <i>The Wharf Miami</i>	July — DC <i>The Wharf DC</i>	November — SF <i>Fisherman's Wharf</i>	December — NYC <i>Bryant Park Winter Village</i>	Paid Social Media Organic Social Media Email marketing
Delta	Year Round Whiskey Tastings in LAX & JFK <i>Will start in spring</i>				Organic social media Email marketing
Four Seasons	April — Miami	July — DC	October — SF	December — <i>Jackson Hole, Wyoming</i>	Organic Social Media Posts / Reels / Stories Email marketing

Other Recommendations

Promoting Pig With Other Holidays

Valentine's Day: February 14th

International Pig Day: March 1st

National Cocktail Day: March 24th

International Whiskey Day: March 27th

Bourbon Day: June 14th

Father's Day: June 16th

Independence Day: July 4th

Thanksgiving Day: November 28th

Christmas: December 25th

New Year's Eve: December 31st



Recap



Campaign Proposal

PiggyBack: Your Seasonal Escape



PiggyBack Oasis Pop-Up

Washington D.C., San Francisco, Miami, & NYC



Social Media Contest

Focus on the relaxation aspect



Partnerships

Delta Airlines, Four Seasons Resort

\$30,000 \$220,000 \$250,000

Budget Breakdown

Production, media, and activation costs

Thank You!



Appendix

PiggyBack Campaign Budget

WhistlePig Whiskey's PiggyBack Rye & Bourbon Campaign Budget									
OVERALL BUDGET	\$500,000								
PRODUCTION COST									
Digital Ads (Creation of social & digital content)	\$4,000								
Out-of-Home Ads (Creation of Transit ads)	\$4,000								
Gift Sets (10 sets * \$200 each)	\$2,000	Gifts sets are for social media activations winners							
PB Napkins & Coasters (10,000 * \$0.5 each)	\$5,000								
PB Passports (5000 passports * \$0.5 each)	\$2,500	1,250 passports for each pop-up event on first come, first serve basis							
Keychains (5000 keychains * \$0.5 each)	\$2,500	1,250 keychains for each pop-up event on first come, first serve basis							
Cocktail Kits (400 kits * \$25 each)	\$10,000	400 kits for Four Seasons							
TOTAL PRODUCTION COST	\$30,000								
MEDIA COST									
Digital & Social Ads	\$130,000								
Email Marketing	\$20,000								
OOH Transit Ads - New York City	\$17,500								
OOH Transit Ads - Washington D.C.	\$17,500								
OOH Transit Ads - Miami	\$17,500								
OOH Transit Ads - San Francisco	\$17,500								
TOTAL MEDIA COST	\$220,000								
ACTIVATION COST									
PiggyBack Oasis - Washington D.C.	\$62,500	Activation Cost for PiggyBack Oasis would include the decoration of the place, the venue, live music, and games							
PiggyBack Oasis - Miami	\$62,500								
PiggyBack Oasis - San Francisco	\$62,500								
PiggyBack Oasis - New York	\$62,500								
TOTAL ACTIVATION COST	\$250,000								

Washington D.C. Transit Ad

- Primary focus on transit ads.
- **Bus stop ads:** Average cost of \$2,400 per display per 4 week period.
 - ◆ Georgetown, 14th street, Adams Morgan, U Street corridor, H street corridor : \$12,000 per month.
- **2 sheet metro ads:** Average cost of \$500 per display per 4 week period.
 - ◆ Dupont Circle, Navy Yard-Ballpark, Waterfront, Tysons Corner, Capitol Hill : \$2,750 per month
- Total cost of OOH in Washington D.C. \$14,750.



Media Metrics

Email Marketing Metrics

- Click-Through Rates (2.5%)
- Open Rate (20%)

PiggyBack Oasis

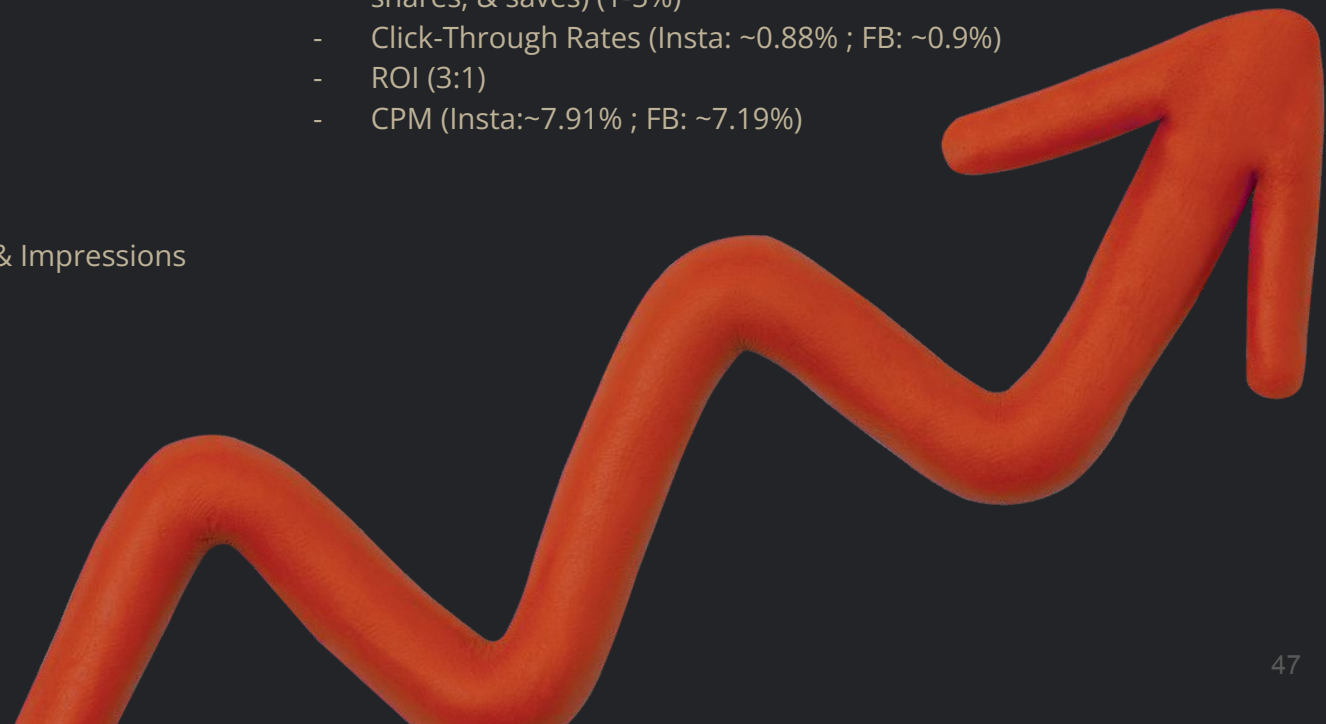
- Event Check-in
- CPE
- Social Media Engagement & Impressions

OOH

- Reach & Frequency
- Viewability

Social Media & Digital Metrics

- Social Media Engagement (likes, comments, shares, & saves) (1-5%)
- Click-Through Rates (Insta: ~0.88% ; FB: ~0.9%)
- ROI (3:1)
- CPM (Insta:~7.91% ; FB: ~7.19%)



Media Reach for Washington D.C.

For PiggyBack Oasis:

The Wharf:

- Expected foot traffic on a weekend : 1800 to 2,000 people.
- Advertised using paid & organic social media, as well as email marketing.
- Considering 2000 people - It's gonna be \$32 per person (includes drinks, passports, keychains, plus the event cost) ($\$62,500 + 2,000 / 2,000 = \32)

\$62,500 for each city would include:

- Mixologist/bartenders, venue, games, live music, cutout of the pig, cups for the drinks,

For Out-of-Home:

- Reach for Bus stops: 18,000 to 20,000 views in a month per bus stop.
 - $20,000 * 5 = 100,000$ impressions
- Reach for metro ads: 25,000 impressions in a month per metro ad.
 - $25,000 * 5 = 125,000$
- Overall cost for ooh ad per city = \$18,500

Email marketing:

- You send out 10,000 emails with a budget of \$1000 per email.
- The CTR is 2.5%, so 250 people click on a link in the email.
- The open rate is 20%, so 2000 people open the email.
- The conversion rate is 1%, so 25 people convert.

Crosstabs 1

Age and Willingness to pay \$50 for a bottle of PiggyBack

What is your age? * I would be willing to buy this product for \$50 a bottle. - PiggyBack price Crosstabulation

		I would be willing to buy this product for \$50 a bottle. - PiggyBack price					Total	
		1	2	3	4	5		
What is your age?	25-29	Count	3	13	22	19	9	66
		Expected Count	5.4	8.9	17.4	20.1	14.1	66.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	11.5%	30.2%	26.2%	19.6%	13.2%	20.8%
	30-34	Count	5	8	19	17	22	71
		Expected Count	5.8	9.6	18.8	21.7	15.2	71.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	19.2%	18.6%	22.6%	17.5%	32.4%	22.3%
	34-39	Count	6	9	19	22	20	76
		Expected Count	6.2	10.3	20.1	23.2	16.3	76.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	23.1%	20.9%	22.6%	22.7%	29.4%	23.9%
	40-44	Count	5	7	13	13	10	48
		Expected Count	3.9	6.5	12.7	14.6	10.3	48.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	19.2%	16.3%	15.5%	13.4%	14.7%	15.1%
	45-49	Count	2	1	6	16	4	29
		Expected Count	2.4	3.9	7.7	8.8	6.2	29.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	7.7%	2.3%	7.1%	16.5%	5.9%	9.1%
	50-55	Count	5	5	5	10	3	28
		Expected Count	2.3	3.8	7.4	8.5	6.0	28.0
		% within I would be willing to buy this product for \$50 a bottle. - PiggyBack price	19.2%	11.6%	6.0%	10.3%	4.4%	8.8%

Crosstabs 2

Gender and Willingness to try Rye or Bourbon

Would you be more willing to try the Bourbon or Rye? * What is your age? Crosstabulation									
			What is your age?						
			25-29	30-34	34-39	40-44	45-49	50-55	Total
Would you be more willing to try the Bourbon or Rye?	Both	Count	29	39	41	24	15	10	158
		% within Would you be more willing to try the Bourbon or Rye?	18.4%	24.7%	25.9%	15.2%	9.5%	6.3%	100.0%
		% within What is your age?	43.9%	54.9%	53.9%	50.0%	51.7%	35.7%	49.7%
		% of Total	9.1%	12.3%	12.9%	7.5%	4.7%	3.1%	49.7%
	Bourbon	Count	31	25	28	18	13	16	131
		% within Would you be more willing to try the Bourbon or Rye?	23.7%	19.1%	21.4%	13.7%	9.9%	12.2%	100.0%
		% within What is your age?	47.0%	35.2%	36.8%	37.5%	44.8%	57.1%	41.2%
		% of Total	9.7%	7.9%	8.8%	5.7%	4.1%	5.0%	41.2%
	Neither	Count	2	3	3	1	0	1	10
		% within Would you be more willing to try the Bourbon or Rye?	20.0%	30.0%	30.0%	10.0%	0.0%	10.0%	100.0%
		% within What is your age?	3.0%	4.2%	3.9%	2.1%	0.0%	3.6%	3.1%
		% of Total	0.6%	0.9%	0.9%	0.3%	0.0%	0.3%	3.1%
Rye	Count	4	4	4	5	1	1	19	
	% within Would you be more willing to try the Bourbon or Rye?	21.1%	21.1%	21.1%	26.3%	5.3%	5.3%	100.0%	
	% within What is your age?	6.1%	5.6%	5.3%	10.4%	3.4%	3.6%	6.0%	
	% of Total	1.3%	1.3%	1.3%	1.6%	0.3%	0.3%	6.0%	
Total	Count	66	71	76	48	29	28	318	
	% within Would you be more willing to try the Bourbon or Rye?	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	
	% within What is your age?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	

Crosstabs 3

Gender and how respondents usually drink whiskey

			How do you usually drink Whiskey? - Selected Choice					Total
			All of the above	Cocktail	Neat	On the rocks	Other	
What is your Gender?	Female	Count	41	40	16	27	3	127
		Expected Count	38.3	31.9	22.4	30.4	4.0	127.0
		% within How do you usually drink Whiskey? - Selected Choice	42.7%	50.0%	28.6%	35.5%	30.0%	39.9%
	Male	Count	54	39	40	47	7	187
		Expected Count	56.5	47.0	32.9	44.7	5.9	187.0
		% within How do you usually drink Whiskey? - Selected Choice	56.3%	48.8%	71.4%	61.8%	70.0%	58.8%
	Prefer not to say	Count	1	1	0	2	0	4
		Expected Count	1.2	1.0	.7	1.0	.1	4.0
		% within How do you usually drink Whiskey? - Selected Choice	1.0%	1.3%	0.0%	2.6%	0.0%	1.3%
Total	Count	96	80	56	76	10	318	
	Expected Count	96.0	80.0	56.0	76.0	10.0	318.0	
	% within How do you usually drink Whiskey? - Selected Choice	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Crosstabs 4

Age and if the respondents like to travel

How do you like to spend your weekends/ free time? - Selected Choice - Traveling * What is your age? Crosstabulation

		What is your age?						Total
		25-29	30-34	34-39	40-44	45-49	50-55	
How do you like to spend your weekends/ free time? - Selected Choice - Traveling	Count	29	35	38	21	15	20	158
	% within How do you like to spend your weekends/ free time? - Selected Choice - Traveling	18.4%	22.2%	24.1%	13.3%	9.5%	12.7%	100.0%
	% within What is your age?	43.9%	49.3%	50.0%	43.8%	51.7%	71.4%	49.7%
	% of Total	9.1%	11.0%	11.9%	6.6%	4.7%	6.3%	49.7%
Traveling	Count	37	36	38	27	14	8	160
	% within How do you like to spend your weekends/ free time? - Selected Choice - Traveling	23.1%	22.5%	23.8%	16.9%	8.8%	5.0%	100.0%
	% within What is your age?	56.1%	50.7%	50.0%	56.3%	48.3%	28.6%	50.3%
	% of Total	11.6%	11.3%	11.9%	8.5%	4.4%	2.5%	50.3%
Total	Count	66	71	76	48	29	28	318
	% within How do you like to spend your weekends/ free time? - Selected Choice - Traveling	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%
	% within What is your age?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%

Crosstabs 5

Age and where is the respondent most likely to drink: at home.

Where are you most likely to drink? *Check all that apply* - At home * What is your age? Crosstabulation

		What is your age?							
		25-29	30-34	34-39	40-44	45-49	50-55	Total	
Where are you most likely to drink? *Check all that apply* - At home	Count	6	8	9	6	2	2	33	
	% within Where are you most likely to drink? *Check all that apply* - At home	18.2%	24.2%	27.3%	18.2%	6.1%	6.1%	100.0%	
	% within What is your age?	9.1%	11.3%	11.8%	12.5%	6.9%	7.1%	10.4%	
	% of Total	1.9%	2.5%	2.8%	1.9%	0.6%	0.6%	10.4%	
	At home	Count	60	63	67	42	27	26	285
	% within Where are you most likely to drink? *Check all that apply* - At home	21.1%	22.1%	23.5%	14.7%	9.5%	9.1%	100.0%	
	% within What is your age?	90.9%	88.7%	88.2%	87.5%	93.1%	92.9%	89.6%	
	% of Total	18.9%	19.8%	21.1%	13.2%	8.5%	8.2%	89.6%	
	Total	Count	66	71	76	48	29	28	318
	% within Where are you most likely to drink? *Check all that apply* - At home	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	
	% within What is your age?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	

Crosstabs 6

Age and does PiggyBack look like a premium product

What are your impressions of PiggyBack? - Does this look like a premium brand? * What is your age?
Crosstabulation

			What is your age?						
			25-29	30-34	34-39	40-44	45-49	50-55	Total
What are your impressions of PiggyBack? - Does this look like a premium brand?	1	Count	2	3	3	0	0	0	8
		% of Total	0.6%	0.9%	0.9%	0.0%	0.0%	0.0%	2.5%
	2	Count	8	5	5	2	0	0	20
		% of Total	2.5%	1.6%	1.6%	0.6%	0.0%	0.0%	6.3%
	3	Count	14	13	16	14	10	7	74
		% of Total	4.4%	4.1%	5.0%	4.4%	3.1%	2.2%	23.3%
	4	Count	28	30	31	20	7	15	131
		% of Total	8.8%	9.4%	9.7%	6.3%	2.2%	4.7%	41.2%
	5	Count	14	20	21	12	12	6	85
		% of Total	4.4%	6.3%	6.6%	3.8%	3.8%	1.9%	26.7%
Total	Count	66	71	76	48	29	28	318	
	% of Total	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	

Crosstabs 7

Age and does PiggyBack goes well with the WhistlePig Core Portfolio.

Do you feel like the PiggyBack goes well with the other WhistlePig products? * What is your age?
Crosstabulation

			What is your age?						
			25-29	30-34	34-39	40-44	45-49	50-55	Total
Do you feel like the PiggyBack goes well with the other WhistlePig products?	Maybe	Count	13	9	20	10	8	6	66
		% of Total	4.1%	2.8%	6.3%	3.1%	2.5%	1.9%	20.8%
	No	Count	1	4	5	3	2	0	15
		% of Total	0.3%	1.3%	1.6%	0.9%	0.6%	0.0%	4.7%
	Yes	Count	52	58	51	35	19	22	237
		% of Total	16.4%	18.2%	16.0%	11.0%	6.0%	6.9%	74.5%
Total	Count	66	71	76	48	29	28	318	
	% of Total	20.8%	22.3%	23.9%	15.1%	9.1%	8.8%	100.0%	

Consumer Brand Preferences

Examples of consumer brand preferences from primary research.

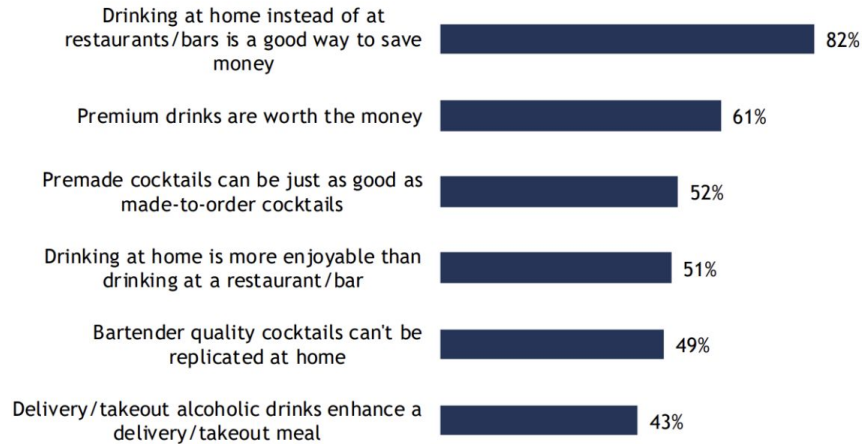


Exhibit 1

Alcohol Ordering Attitudes, Mintel, 2022

FIGURE 4: ALCOHOL ORDERING ATTITUDES, 2022

"How much do you agree or disagree with the following statements? - NET - Agree"



Base: 1,582 internet users aged 22+ who drink alcoholic beverages away from home

Source: Kantar Profiles/Mintel, September 2022

Exhibit 2

US Whiskey Productions From 2011-2021, Beverage Information Group, 2021

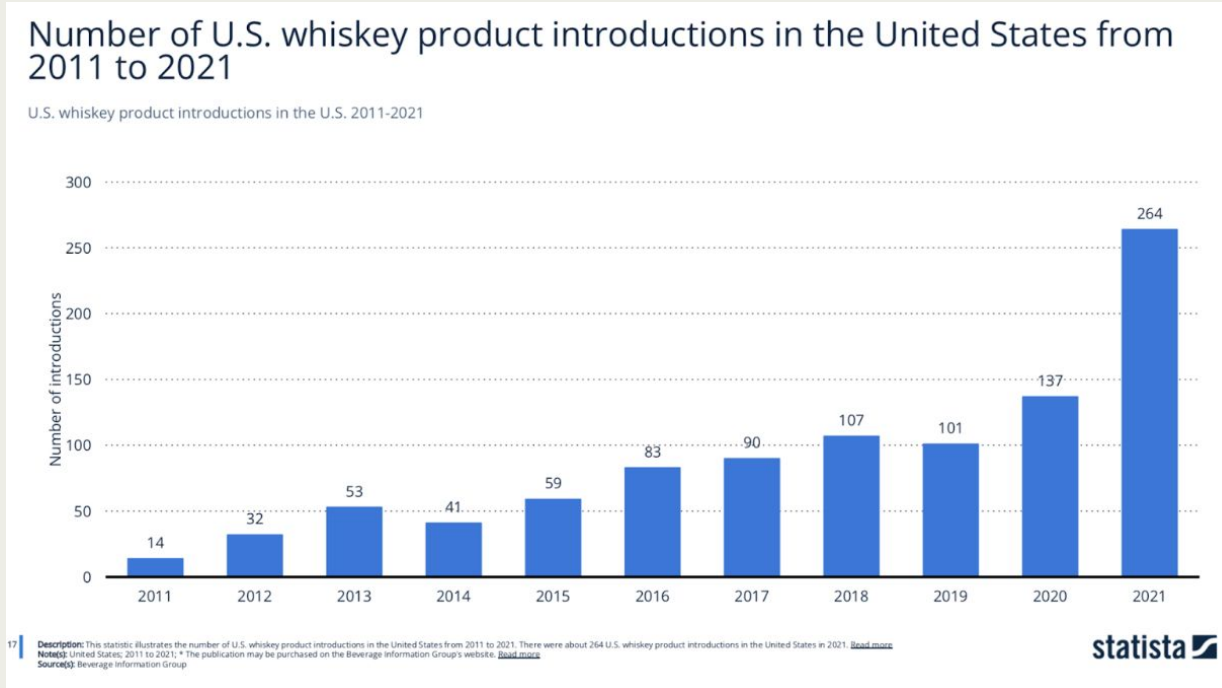


Exhibit 3

Average household income for Delta Airlines travellers: Simmons, 2021

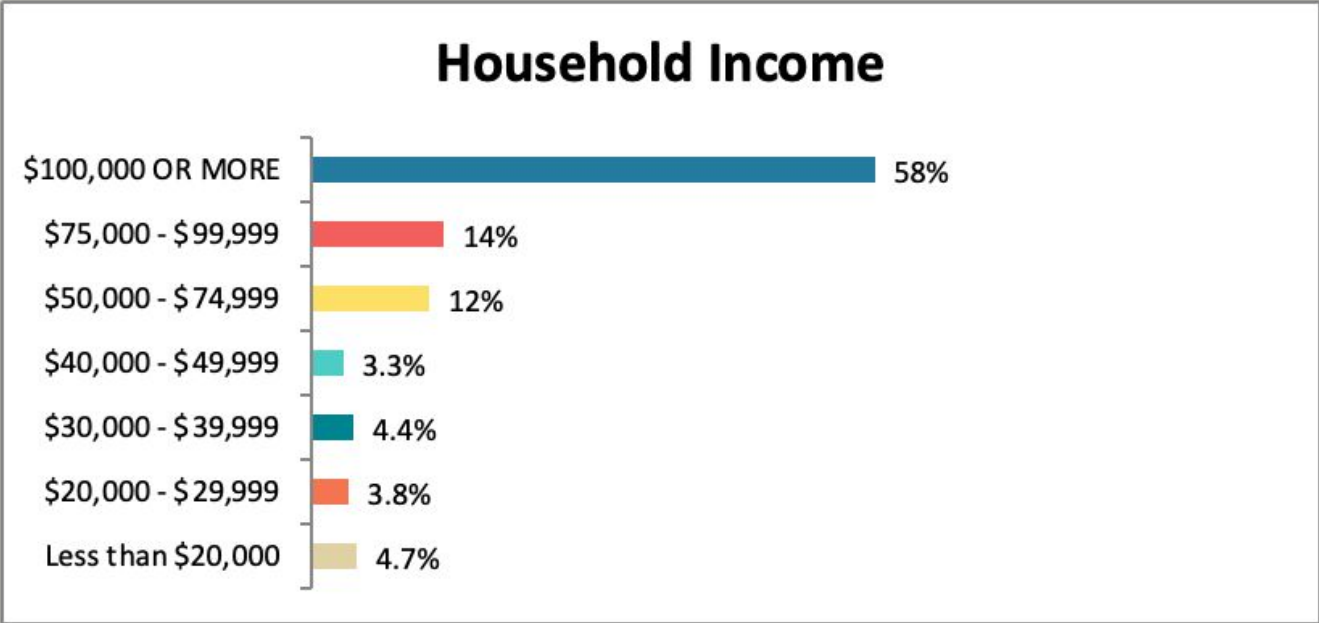


Exhibit 4

Age range of Delta Airline Travellers: Simmons, 2021

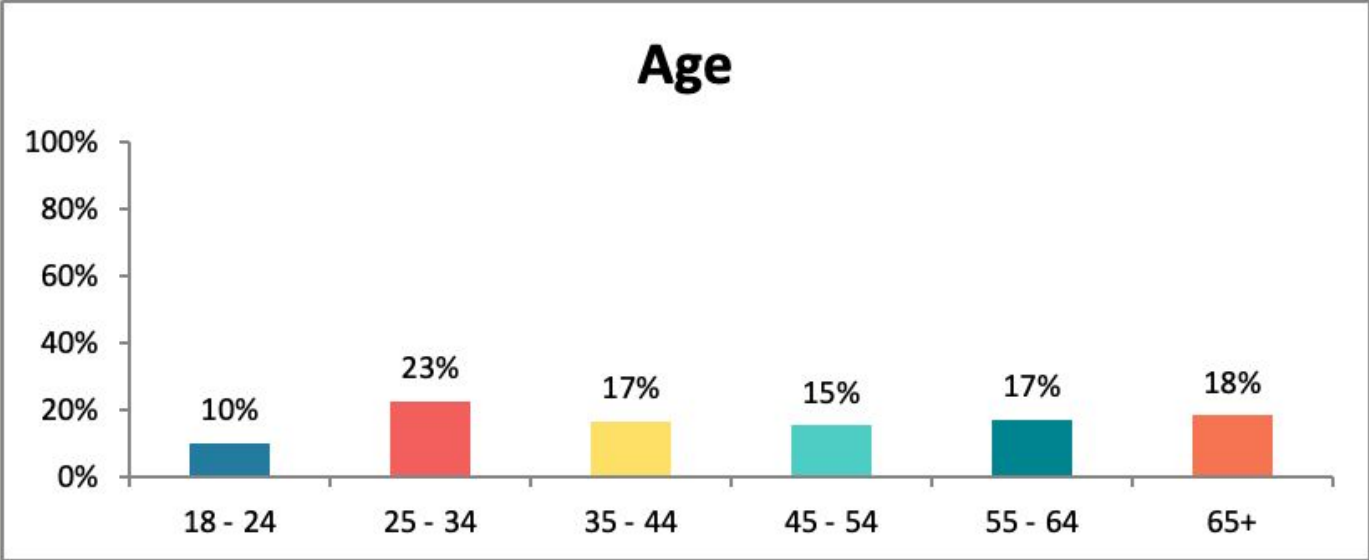


Exhibit 5

Average household income for Four Seasons guests: Simmons, 2021

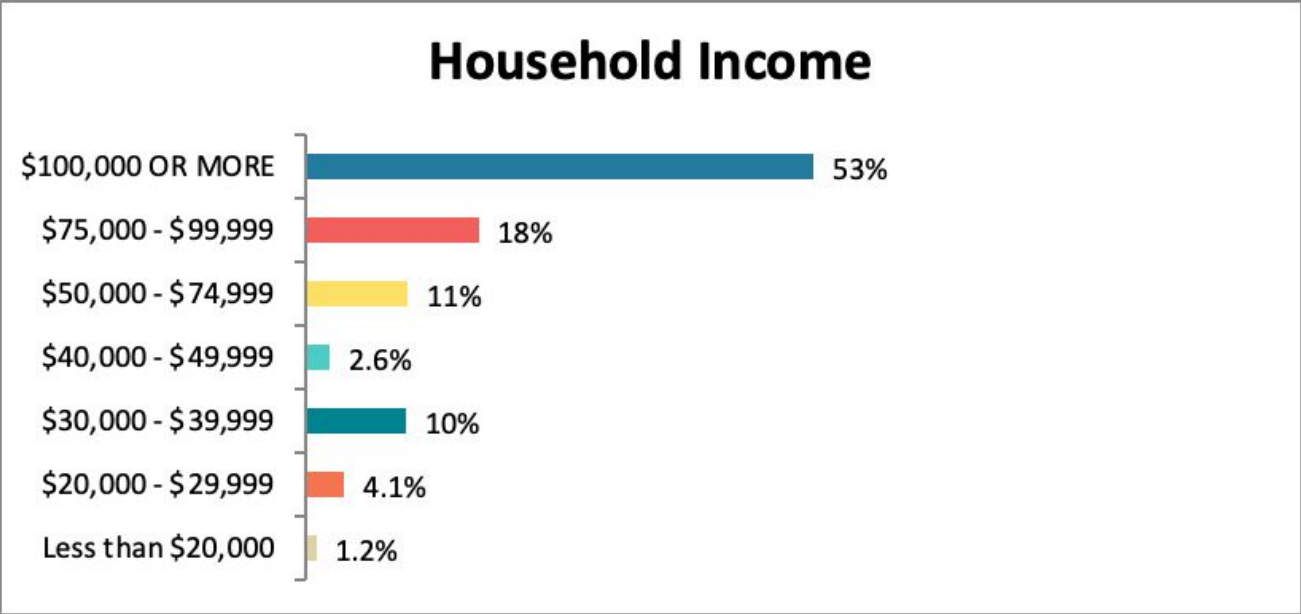
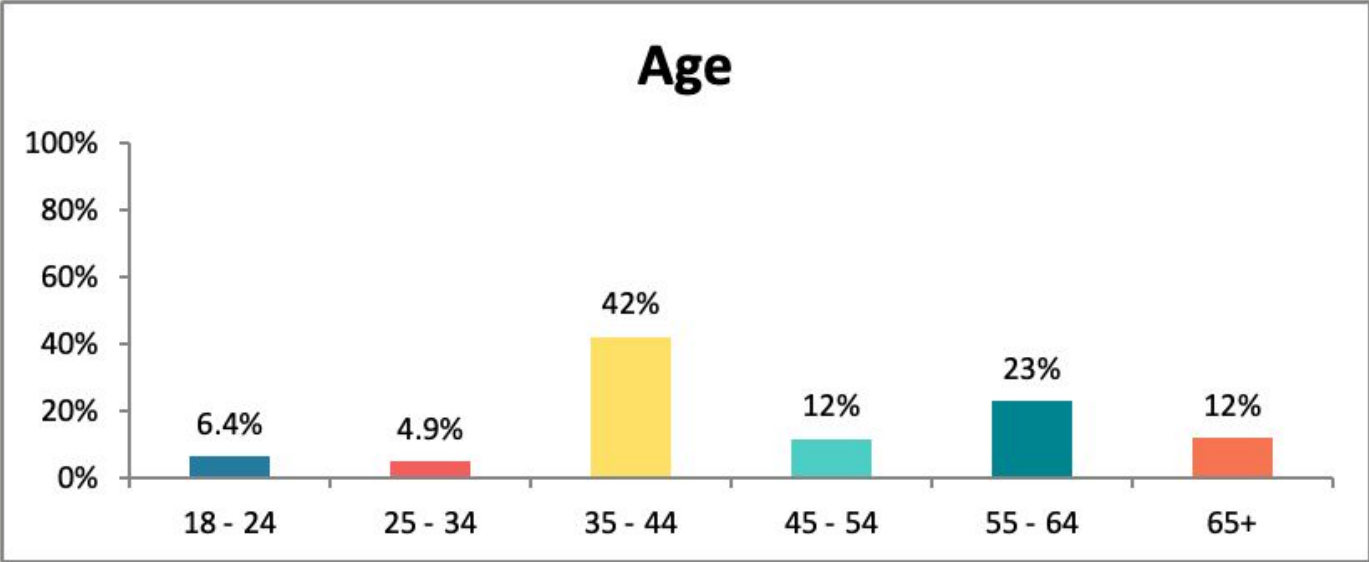


Exhibit 6

Age range of Four Seasons guests: Simmons, 2021



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PiggyBack Oasis Map Around the US Travel

