

# Menu/Brand Science

Ken Ruff



*The 6th*



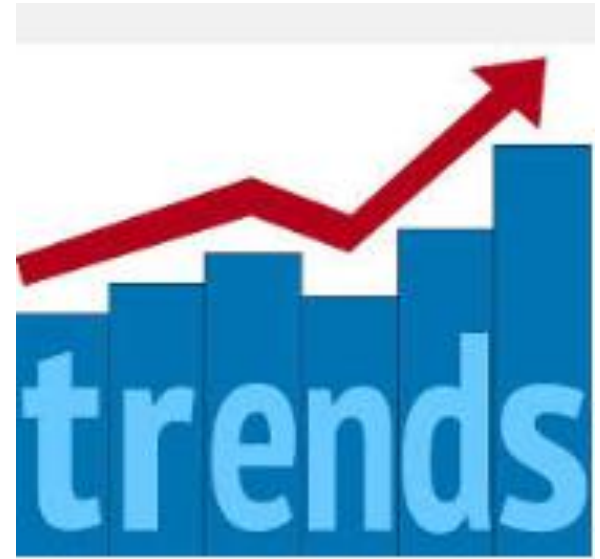
BEVERAGE EXECUTIVE  
Symposium



# Current Menu/Brand Science - Trends

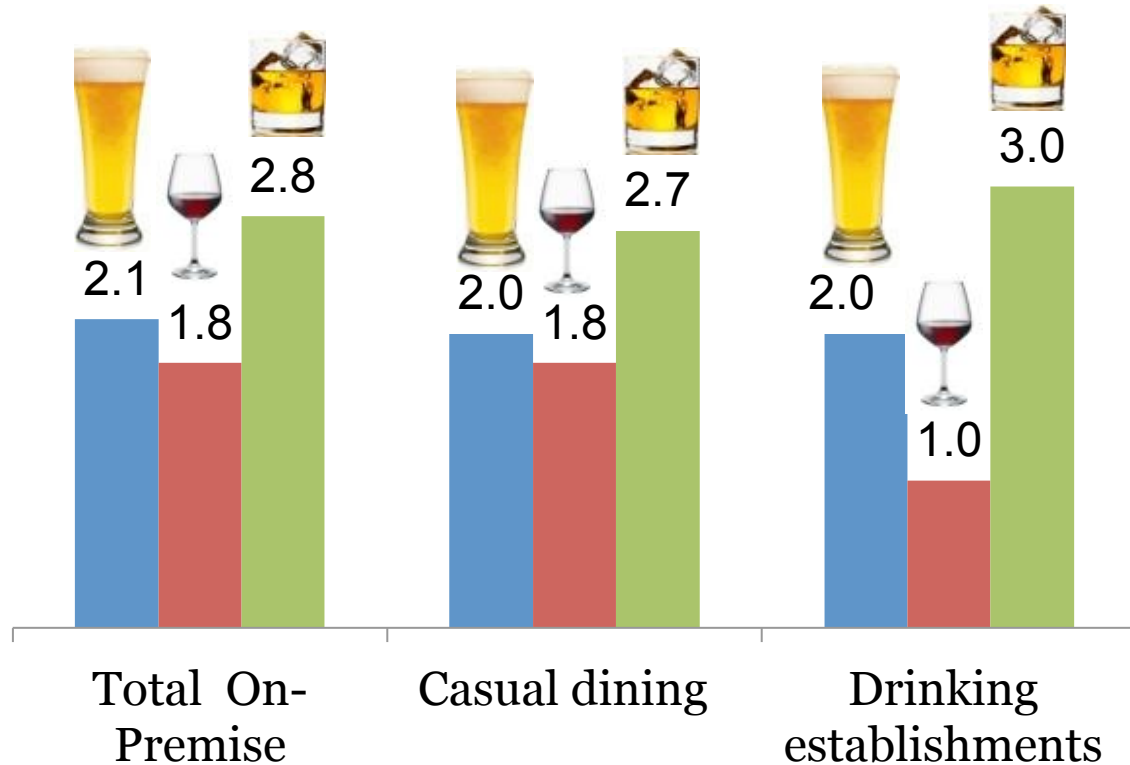
## Carry:

- Top Brands
- Hot Categories
- Advertised Brands
- Established On-Premise Brands
- Innovative Brands and Flavors
- Top Selling Drinks





# Some On-Premise Metrics

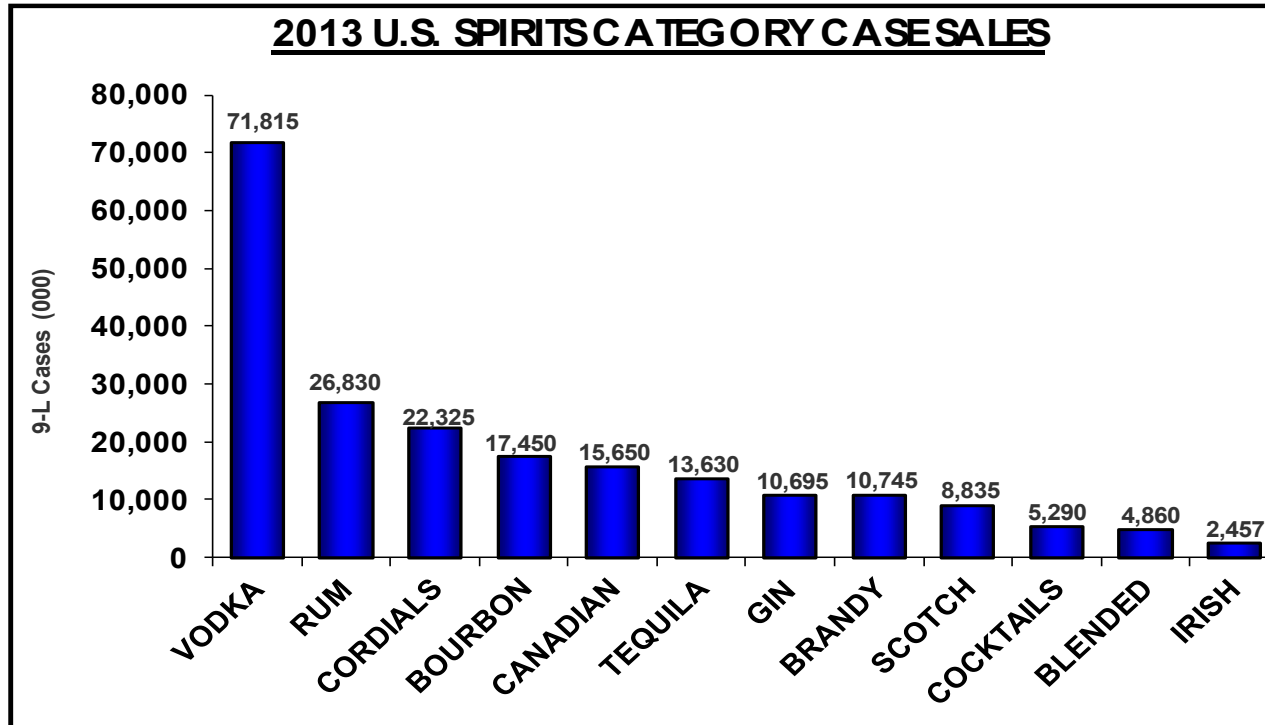


Beer vs.  
Wine vs. Spirits

- Beer Sales Growth
- Wine Sales Growth
- Spirits Sales Growth



# Leading Spirit Categories

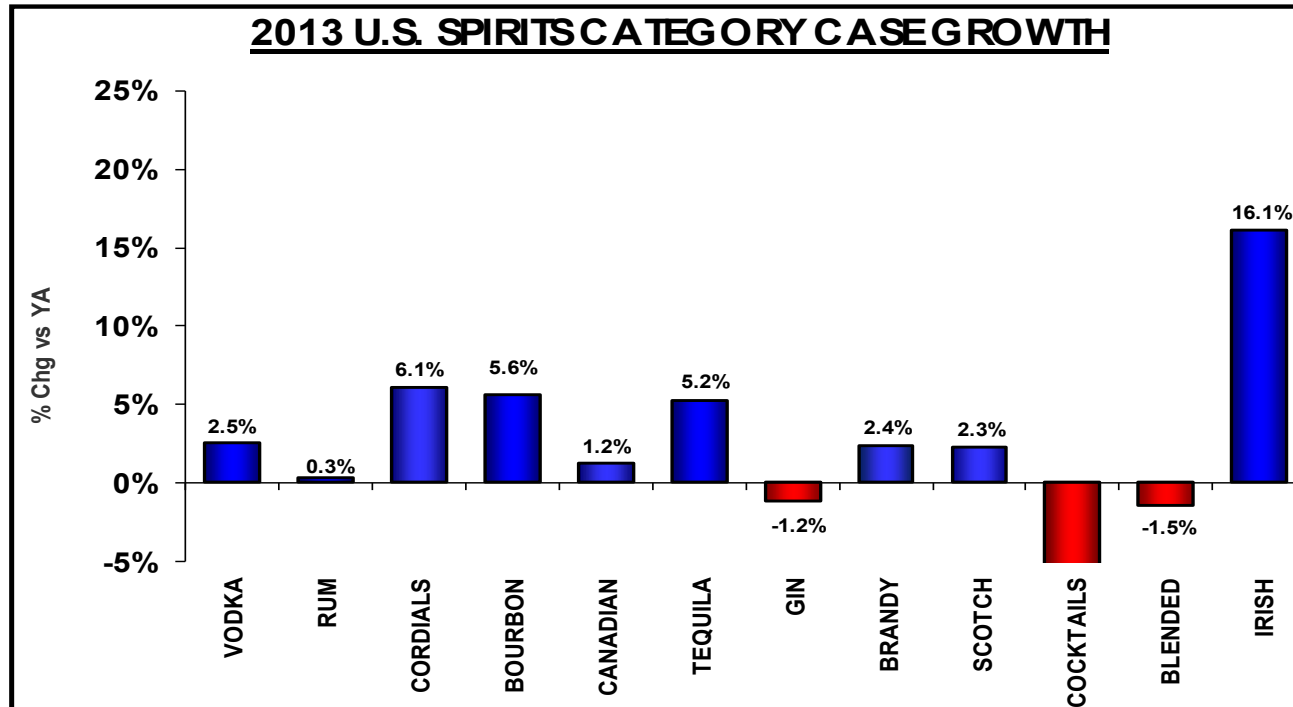


\* Cordials Includes  
Flavored Whiskies

SOURCE: LIQUOR HANDBOOK  
2014 ADVANCE



# Growing Spirit Categories



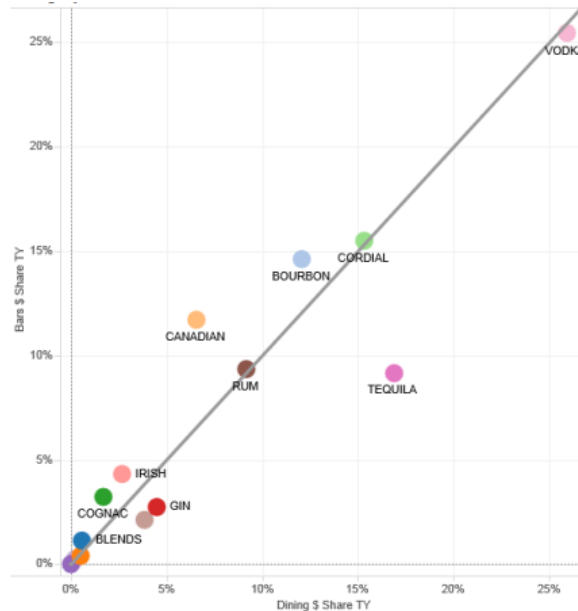
\* Cordials Includes  
Flavored Whiskies

SOURCE: LIQUOR HANDBOOK  
2014 ADVANCE

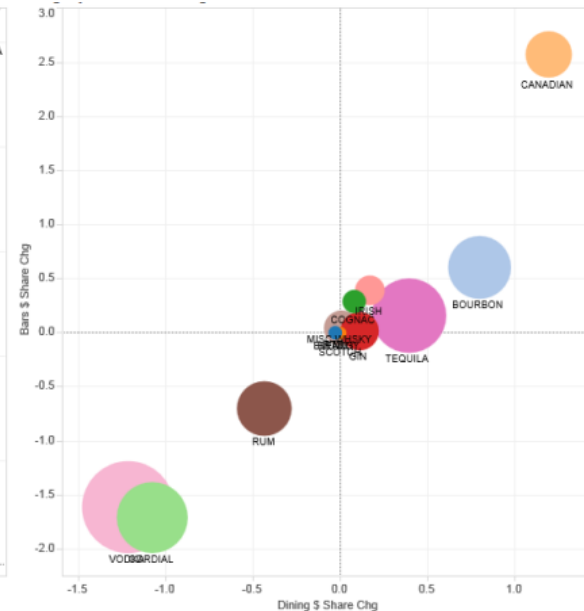


# Spirits Categories Growing On-Premise

Category \$ Share: Dining Vs. Bars



Category \$ Share Chg: Dining Vs. Bars





# On-Premise – Brand Winners and Losers

✓ = Top 5/Bottom 5 Brands

## Top 25 \$ Growth Brands in Dining

	Super Premium	Premium	Standard	Economy
Bourbon	Woodford Rsv Knob Creek Basil Hayden's Blanton's	Maker's Mark ✓ Bulleit Rye Jack Honey Bulleit Buffalo Trace		
Tequila	Don Julio Siv	El Jimador Siv ✓	Sauza Blue Siv	Giro Gold Mntzma Gld Juarez Gld
Vodka		Tito's 3 Olive's SB	Pinnacle	
Cordials	St. Germain	Rum Chata ✓		
Canadian		Fireball		
Cognac	✓	Hennessy VS ✓		
Gin	Hendrick's			
Irish		Jameson		
Rum		Mount Gay		

## Top 25 \$ Declining Brands in Dining

	Super Premium	Premium	Standard	Economy
Vodka	Grey Goose ✓	Absolut Stoli 3 Olives Stoli Razz 3 Olives Loopy 3 Olives Grape	Pinnacle Whp	
Cordials	Grand Marnier Patron XO Café	Jagermeister ✓ Bailey's Goldschlager Rumple Minze		
Tequila		1800 Repo	Jose Crvo Esp ✓	Matador Gold
Rum			Captain Mrgn Bacardi Sperior ✓	Castillo Silver
Bourbon		Jack Daniels ✓	SoCo	
Canadian		Crown Royal		
Gin		Tanqueray		





# Hot Category: Bourbon

- America's Native Spirit driving growth behind the bar!!
- Under-represented on menus!!

## WOMEN

(30% of Category)

Flavored whiskeys are the catalyst to bringing more women to the category.

*Red Stag drinkers are 45% women*

## LDA MILLENNIALS

Millennials spirit consumption is 2x that of Gen X – 30% of bourbon consumers are the Millennials







# New Menu Science - Occasions

Carry Brands and Drinks that:

- Satisfy needs
- Serve different occasions
- Create traffic
- Create Social Moments
- Drive Traffic





# Let's first talk about Technology

Who knows what this is?





---

# Songza

It's the weekend, what do you want to listen to? Something energetic for your run? Something rowdy to get ready for a party? How about soothing waves as you drift off to sleep on a summer night?

You don't have to think about it. That's Songza.

There's something delightful about opening up an app that greets you by offering up playlists based on what you might be doing. That's the premise of Songza, which Google just snapped up...



## Now... “What If”

We created an APP for Patrons... And walking in they indicated the following:

- Demo
- Mood
- Why they were “out”
- What they were doing
- Favorite Flavor
- Favorite Type of Drink
- Favorite Brand
- Willingness to try something new
- Willingness to ‘trade up’



**Knowing this, couldn't you create a better menu?**



# How would the drinks served look different

Than your current menu?







# Today the data exists

Chill Out	Energize	Boost Confidence	Select Sophistication	Celebrate The Moment
				
I want to kickback and relax after a hard day	I want to get the party started and bond with my friends	I want to socialize and fit in	I want to indulge in a little luxury that helps me stand out	I want to celebrate a special occasion or accomplishment

**Need States (Occasions)**

+

**Demographics**





# Imagine a menu...

**MARGARITAHHH!**

**CORONARITAS**

**ORIGINAL CORONARITA™** 1950s  
7 oz. Corona® engulfed in a refreshing margarita made with Sauza® Blue 100% Blue Agave Silver tequila, DeKuyper® triple sec and a squeeze of lime.

**WATERMELON CORONARITA™**  
7 oz. Corona® engulfed in a refreshing margarita made with Sauza® Blue 100% Blue Agave Silver tequila, DeKuyper® Watermelon Pucker® Finest Call® Watermelon puree and margarita mix.

**NEWEST RITAS**

**KEY LIME COCONUT MARGARITA**  
A slice of tropical paradise. Made with Sauza® Blue 100% Blue Agave Silver tequila, Malibu® Coconut rum, Pinnacle Key Lime Whipped vodka, Coco Real® cream of coconut and margarita mix.

**STRAWBERRY WATERMELON MARGARITA**  
Sauza® Blue 100% Blue Agave Silver tequila, DeKuyper® Watermelon Pucker® Finest Call® Watermelon puree, and Minute Maids® Lemonade shaken and poured over strawberry-flavored ice cubes.

Original Coronarita

Key Lime Coconut Margarita

Strawberry Watermelon Margarita

That is perfectly suited to your demographics- someday even for the people within your four walls at that very moment

That has drinks for every occasion, every need state. Serving more customers better

Serving drinks to “Kick Back”, Energize, Connect, Sophisticate and Celebrate

# Thank You



*The 6th*



BEVERAGE EXECUTIVE  
SYMPOSIUM