



GREY GOOSE VODKA

DIGITAL MARKETING TRENDS


February 2, 2021






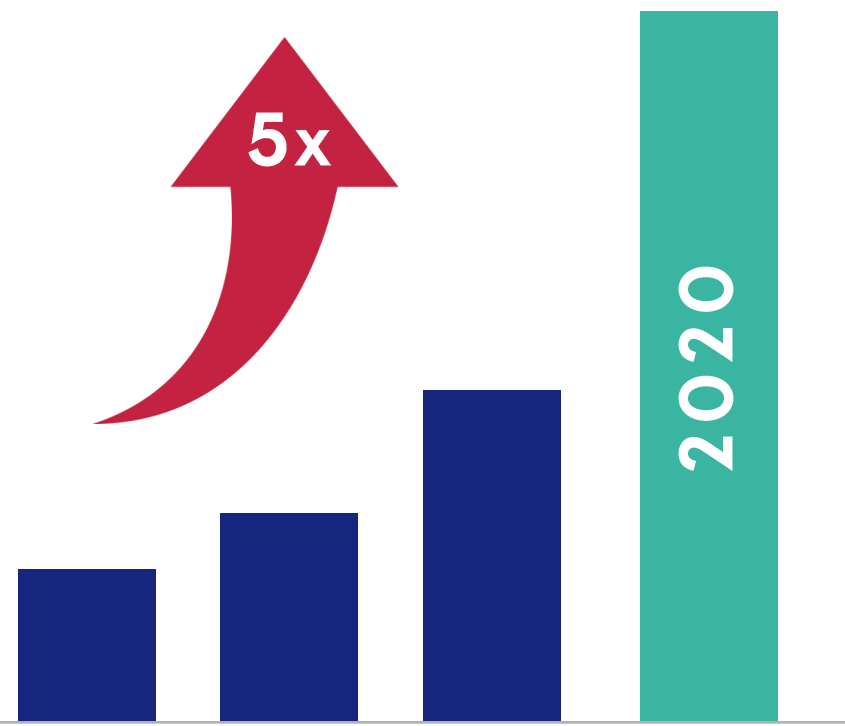
ACCELERATION TO E-COMMERCE WITHIN THE SPIRITS CATEGORY



Forbes
How The COVID-19 Pandemic Is Upending The Alcoholic Beverage Industry
 Joseph V Mitalof Contributor
 Spirits
 4 articles about spirits and the hidden corners of the world

 Historically, the beverage business was among the most recession resilient businesses in America. According to David Ogan, Senior Vice President, Economic and Strategic Analysis at the Distilled Spirits Council of the U.S. (DISCUS), during economic downturns, overall consumption of alcoholic beverages wouldn't change much: beer and wine sales would rise and liquor sales would decline. Demand for budget and mid-priced (premium) spirits would increase, while demand for high-end super-premium and ultra-premium spirits would diminish. The distribution pattern, however, would change dramatically.

WINSIGHT GROCERY BUSINESS
CENTER STORE
Impact of COVID-19 on Retail Alcohol Sales
 Retail sales are up while overall consumption is down
 By Kai Martin on Jun. 22, 2020
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 "Want to go out and grab a drink?" quickly became "Want to do a Zoom happy hour?" during the coronavirus pandemic and its resulting stay-at-home orders for many Americans.
 With on-premise dining closed, alcohol sales shifted from restaurants and bars to in-home. Compared with this time a year ago, during the week ending May 9, brick-and-mortar alcohol dollar sales were up 41%, while online sales of alcohol skyrocketed, up 339%. In fact, alcohol is the fastest-growing e-commerce department among consumer packaged goods, and weekly growth during the pandemic has continued, notes New York-based Nielsen.

E-COMMERCE GROWTH



SHIFTING APPROACH TO MEET CONSUMER DEMAND



SHIFTING APPROACH TO MEET CONSUMER DEMAND

COCKTAIL KITS & BESPOKE LONG-FORM TUTORIALS



House Pour Digital Series



US Open Honey Deuce Cocktail Kit



Holiday Punch Cocktail Kit



SHIFTING APPROACH TO MEET CONSUMER DEMAND

SEARCH

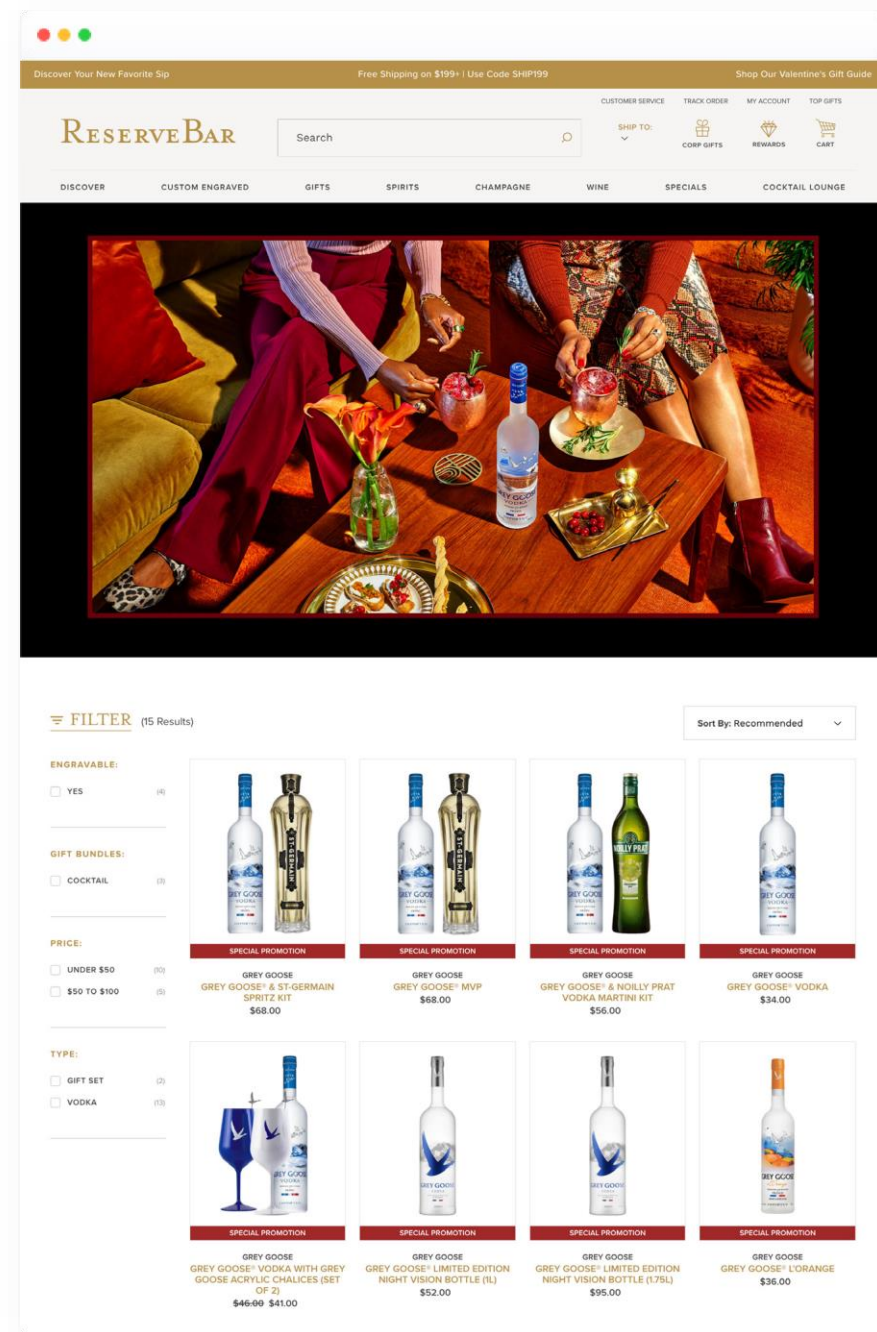
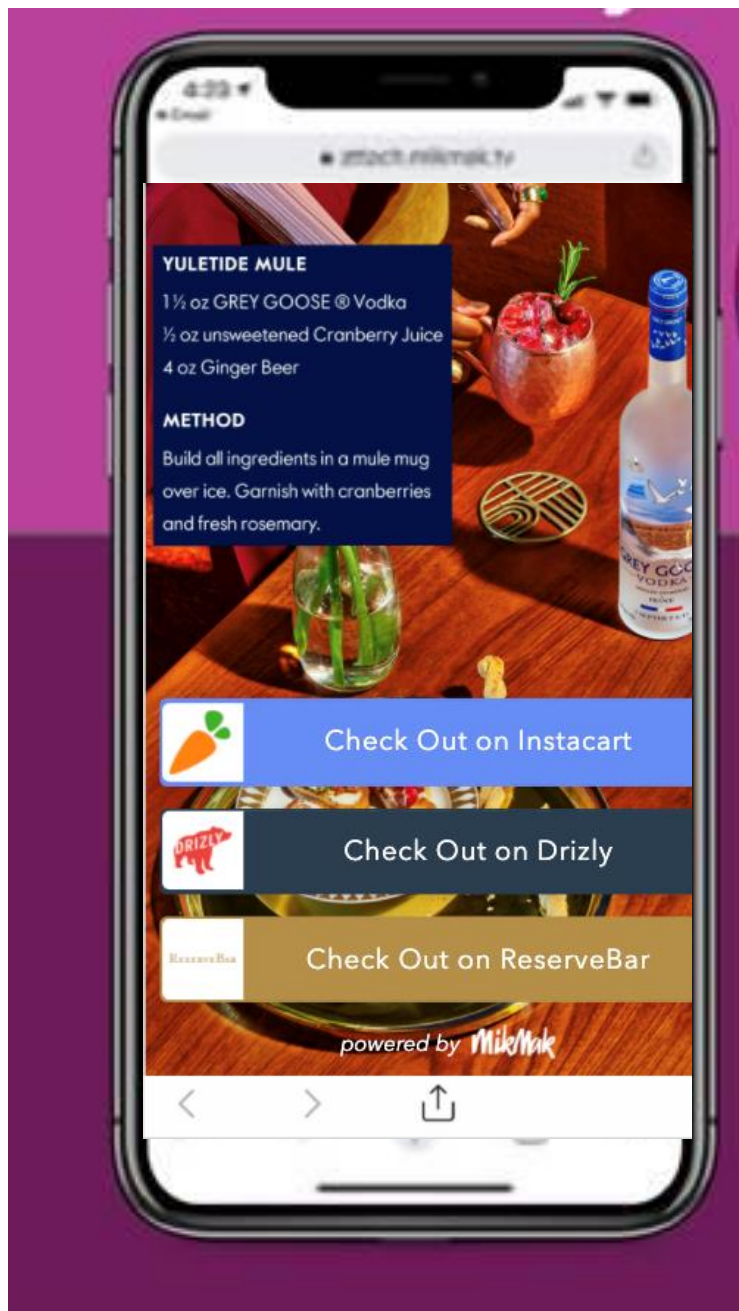
simple cocktails to make at home





SHIFTING APPROACH TO MEET CONSUMER DEMAND

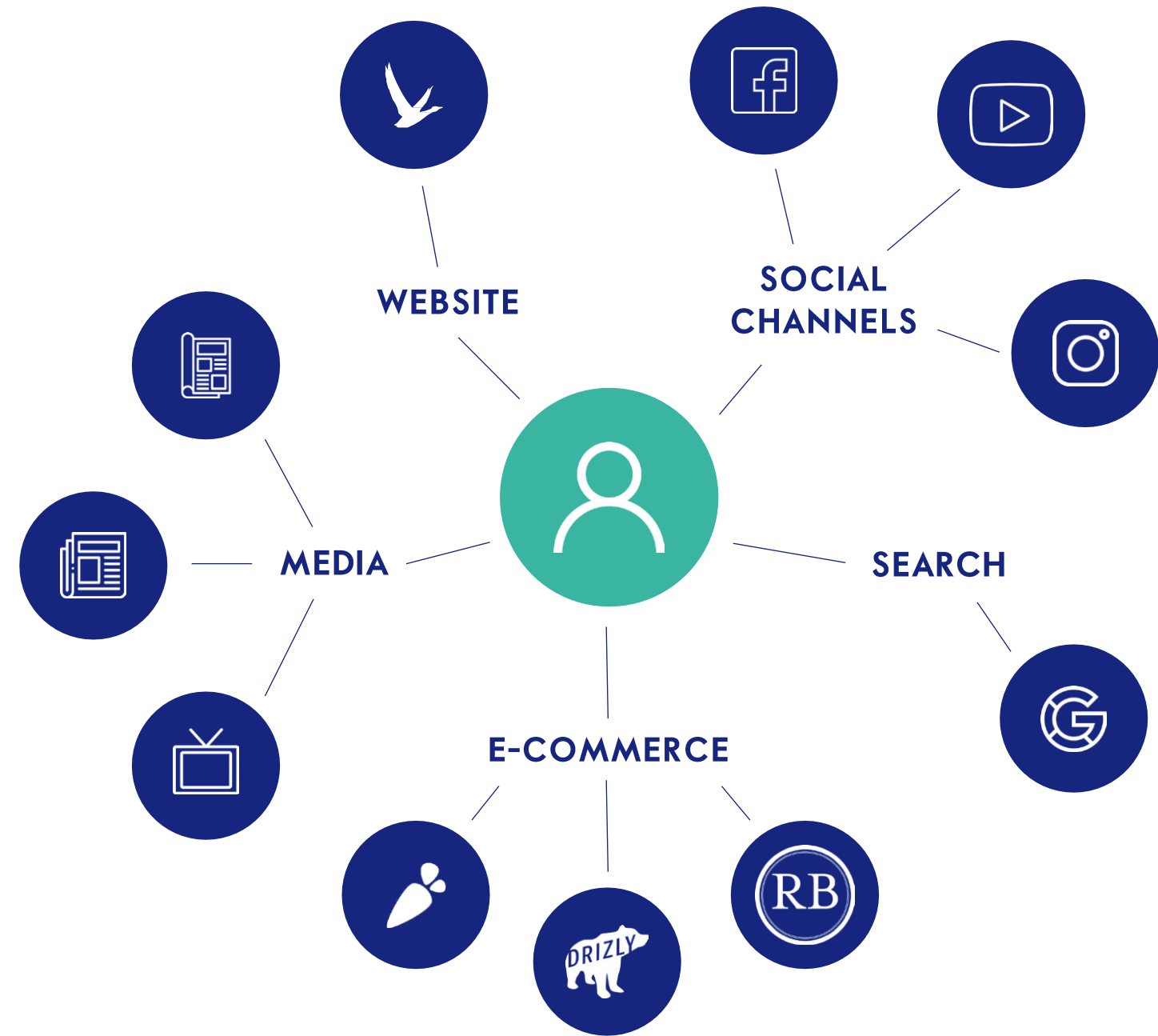
ECOMM LAB

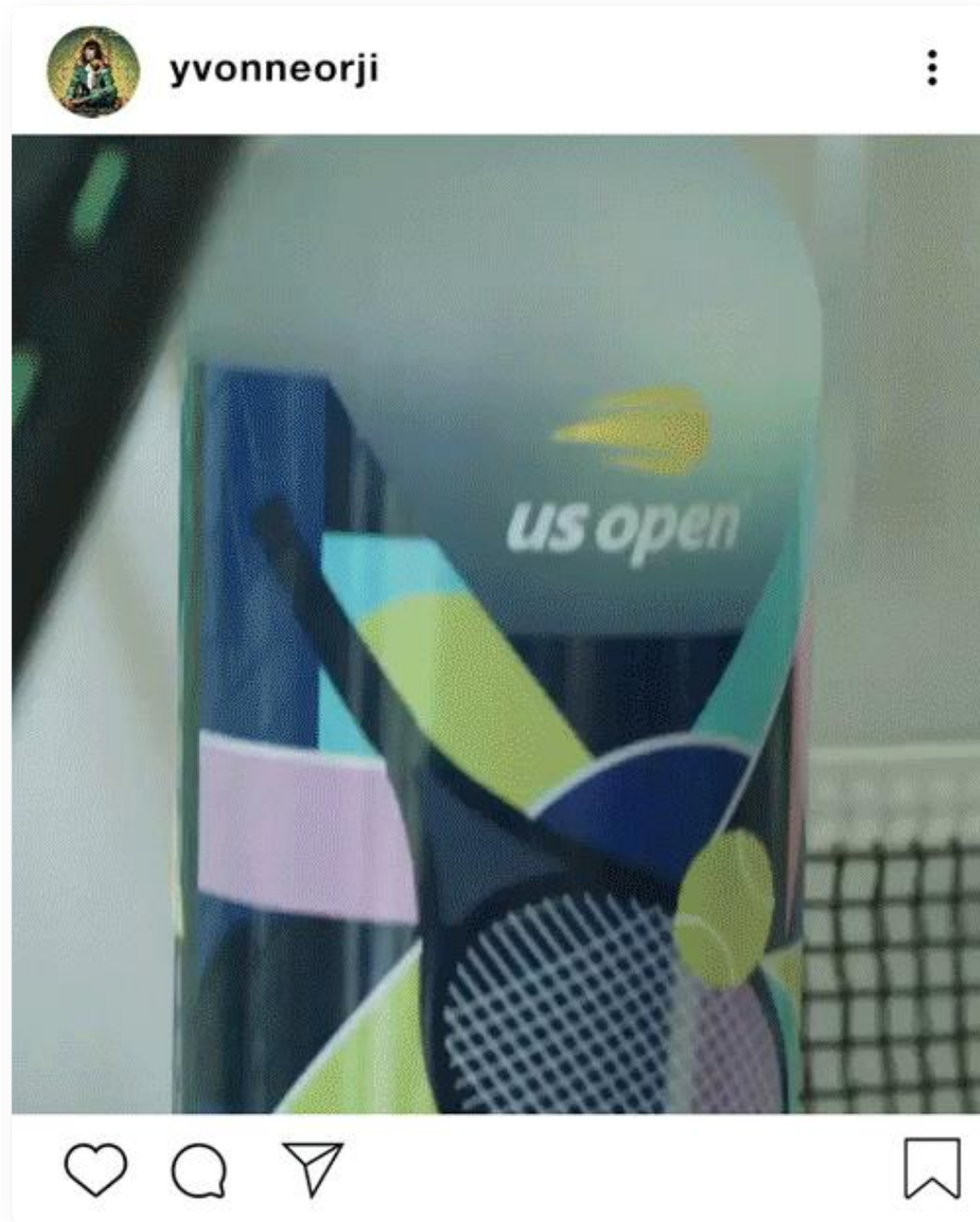


CONSUMER EXPERIENCE



DIGITAL ECOSYSTEM





INFLUENCERS

CONSUMER EXPERIENCE

QR CODES

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your favorite
soda water.



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DISTILLED FROM FRENCH WHEAT.



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