

BURNETT'S

VODKA



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TABLE OF CONTENTS

01

ABOUT US

Burnett

02

COMPETITOR

Market Analysis

03

PRODUCT

Products Overview

04

GEOGRAPHICAL

Geographical Analysis

05

STORE

Store Analysis

06

FORECAST

Insights



01



ABOUT US

BURNETT VODKA

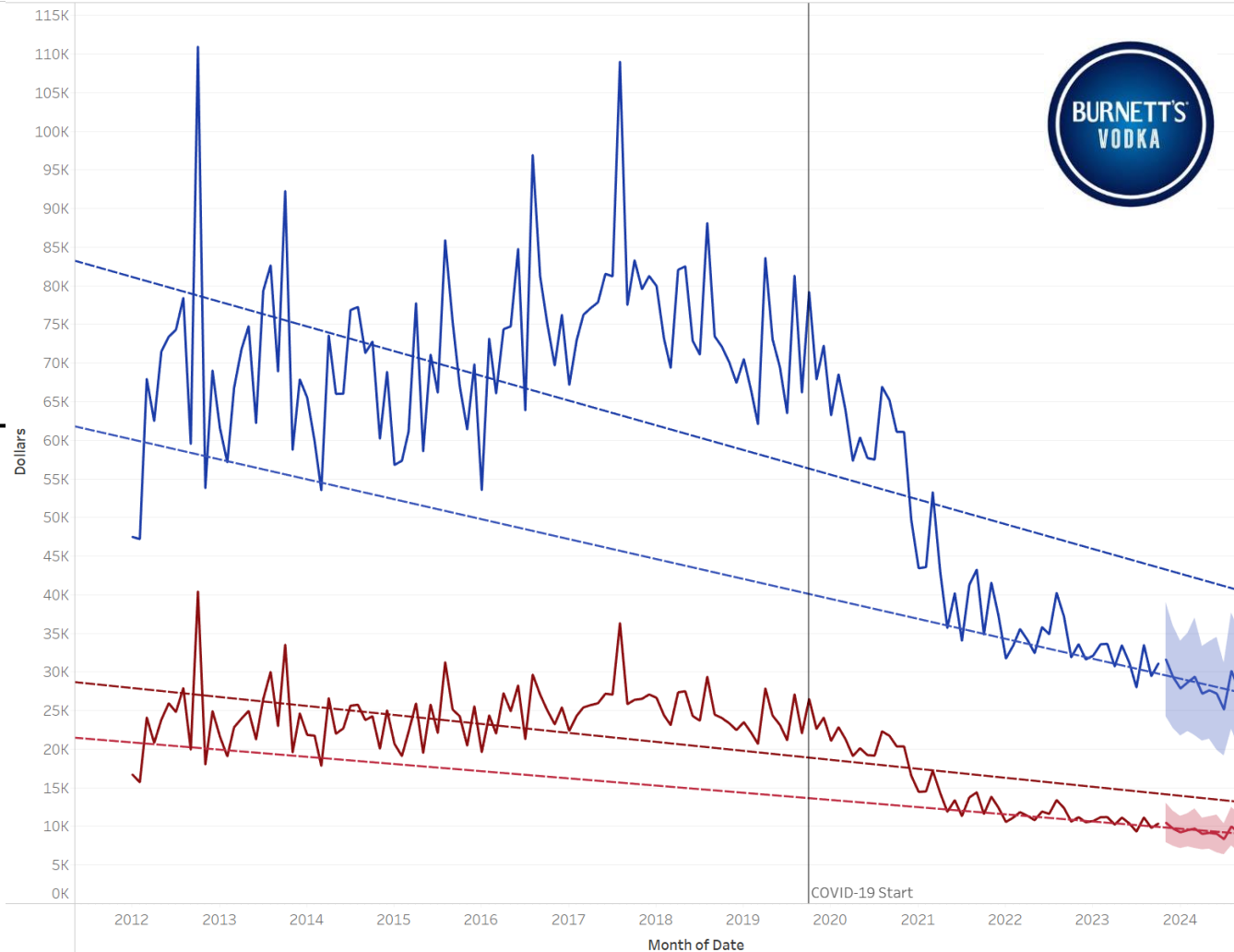


OUR COMPANY

Owned by Heaven Hill Brands, Burnett's Vodka is one of the popular Vodkas in the country. Since 2000, the brand has grown to become one of the largest selling Vodkas. Burnett's Vodka is available in both 80 and 100 Proof Vodka. Their campaign "Start with Burnett's" endorses Burnett's as the go-to spirit to kick-off any spontaneous occasion. Aside from their classic vodkas they combine the quality of Burnett's with 26 all natural flavors.

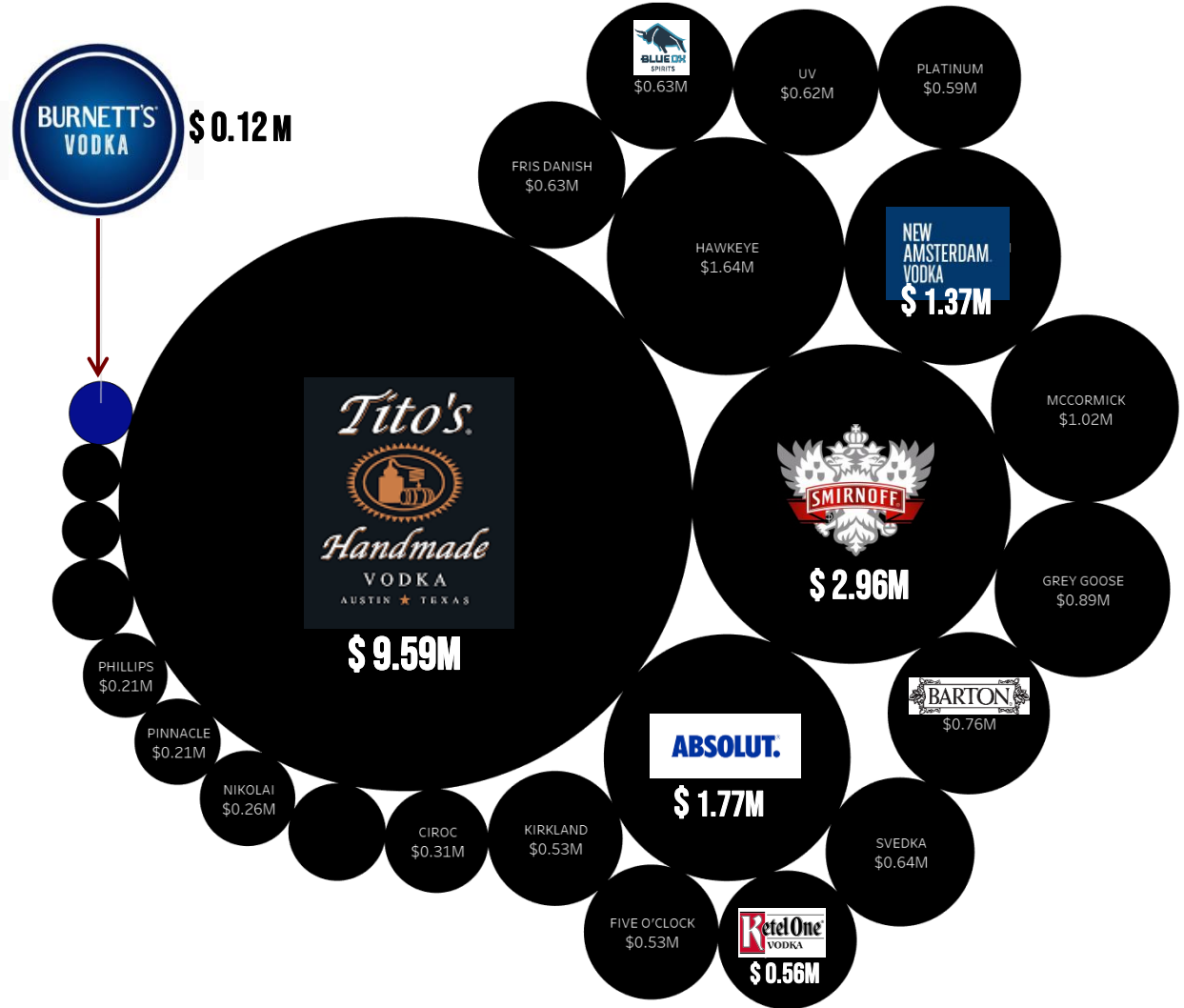
SALES AND REVENUE TREND: BURNETT

Burnett shows a downward trend in both sales and revenue, indicating a decline over the years.



WHO ARE THE MARKET LEADERS?

The total revenue in the Iowa vodka market has remained consistent, with leading brands such as **Tito's Vodka**, **Smirnoff**, and **Absolut** maintaining their strong presence.



02

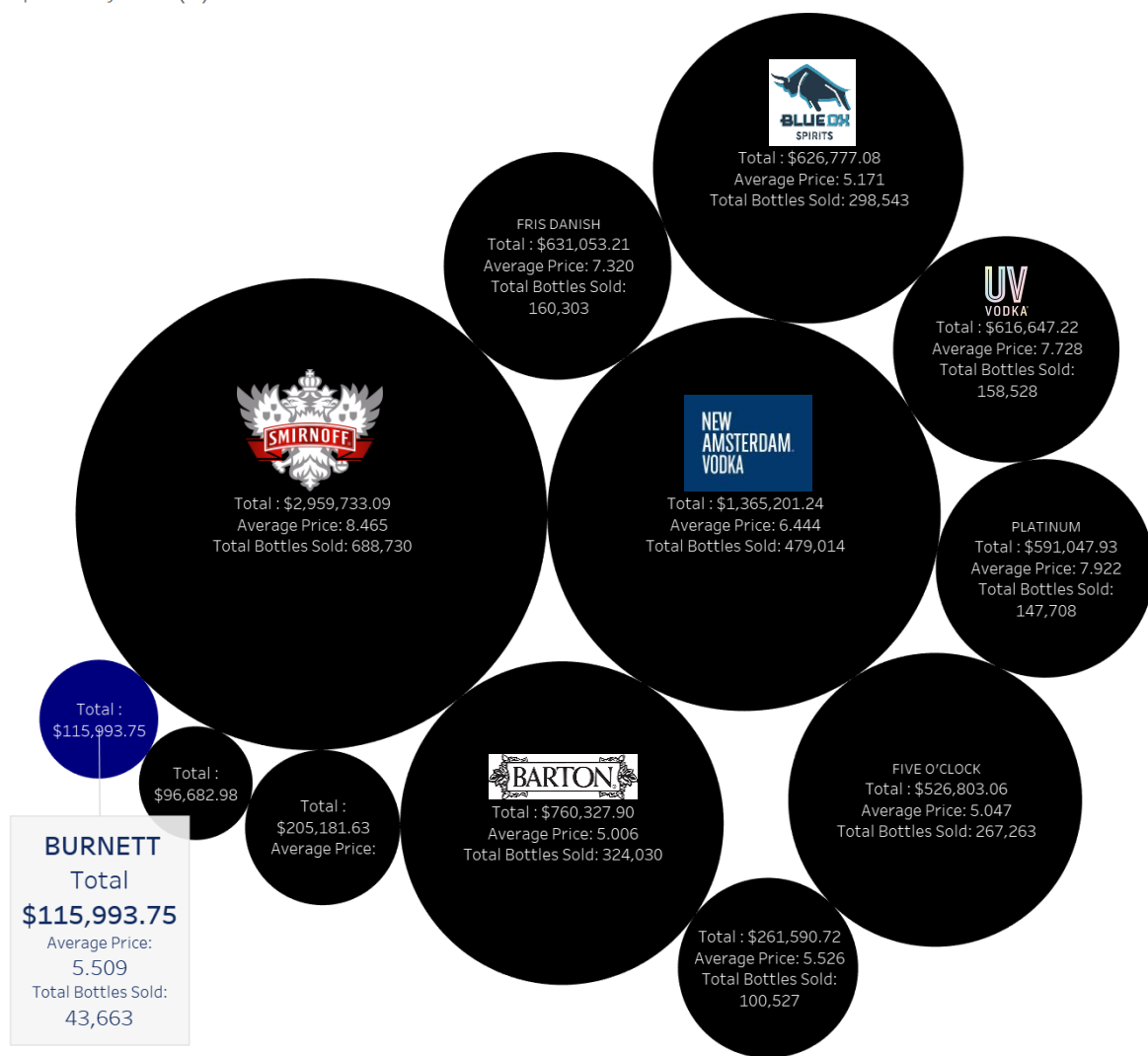
COMPETITOR

General overview to understand the Vodka market in Iowa.



WHO ARE OUR DIRECT COMPETITORS?

Identifying the direct competitors within Burnett's price range who are offering a similar product line.



03

PRODUCT

\$1,961,896
2023 REVENUE



66.29%
UNFLAVORED



33.71%
FLAVORED

*all flavored products



COMPETITOR FIGURES

\$478,333
2023 REVENUE



77.57%
FLAVORED



22.43%
UNFLAVORED



\$115,993.75
2023 REVENUE

BURNETT'S FIGURES

51.07%
FLAVORED

*all flavored products



48.93%
UNFLAVORED



FLAVORED PRODUCTS



56

Unique
Flavors



TOP FLAVORS

Raspberry
Strawberry
Kissed Caramel
Vanilla
Watermelon

LOW SALES

Cranberry Twist
Orange Twist
Red, White and Berry
Pear
Raspberry Twist



26

Unique
Flavors



TOP FLAVORS

Blue Raspberry
Cherry
Cake
Grape
Raspberry

LOW SALES

Green Tea
Vanilla Ivory
Whipped Cream
Apple Green
Espresso



41

Unique
Flavors



TOP FLAVORS

Raspberry
Cherry
Blue Raspberry
Citrus
Peach

LOW SALES

Tropical Fruit
Mango Pineapple
Pink Lemonade
Red Berry
Cranberry



Burnett's Bottles
are only sold into 2
bottle sizes.



1.75 L



750 ML

BOTTLE SIZES



Competitors have a variety of available bottle sizes



1.75 L



1 L



750
ML



375
ML



200
ML



50
ML



1.75 L



1 L



750
ML



375
ML



50
ML

04 GEOGRAPHICAL



COMPETITORS SALES AND CITY AVERAGE REVENUE

TOP 5 COUNTIES (SALES)

County	Brand
POLK	SMIRNOFF
LINN	
JOHNSON	
SCOTT	
BLACK HAWK	

County	Brand	UV
POLK		\$9,930,114.89
LINN		\$3,220,887.55
JOHNSON		\$1,502,072.13
SCOTT		\$2,867,583.64
BLACK HAWK		\$2,251,834.68

ALL TIME

ALL TIME



County	SMIRNOFF
FREMONT	\$21,257.45
TAYLOR	\$22,983.90
ADAMS	\$37,400.67
WAYNE	\$39,480.13
DAVIS	\$40,271.21

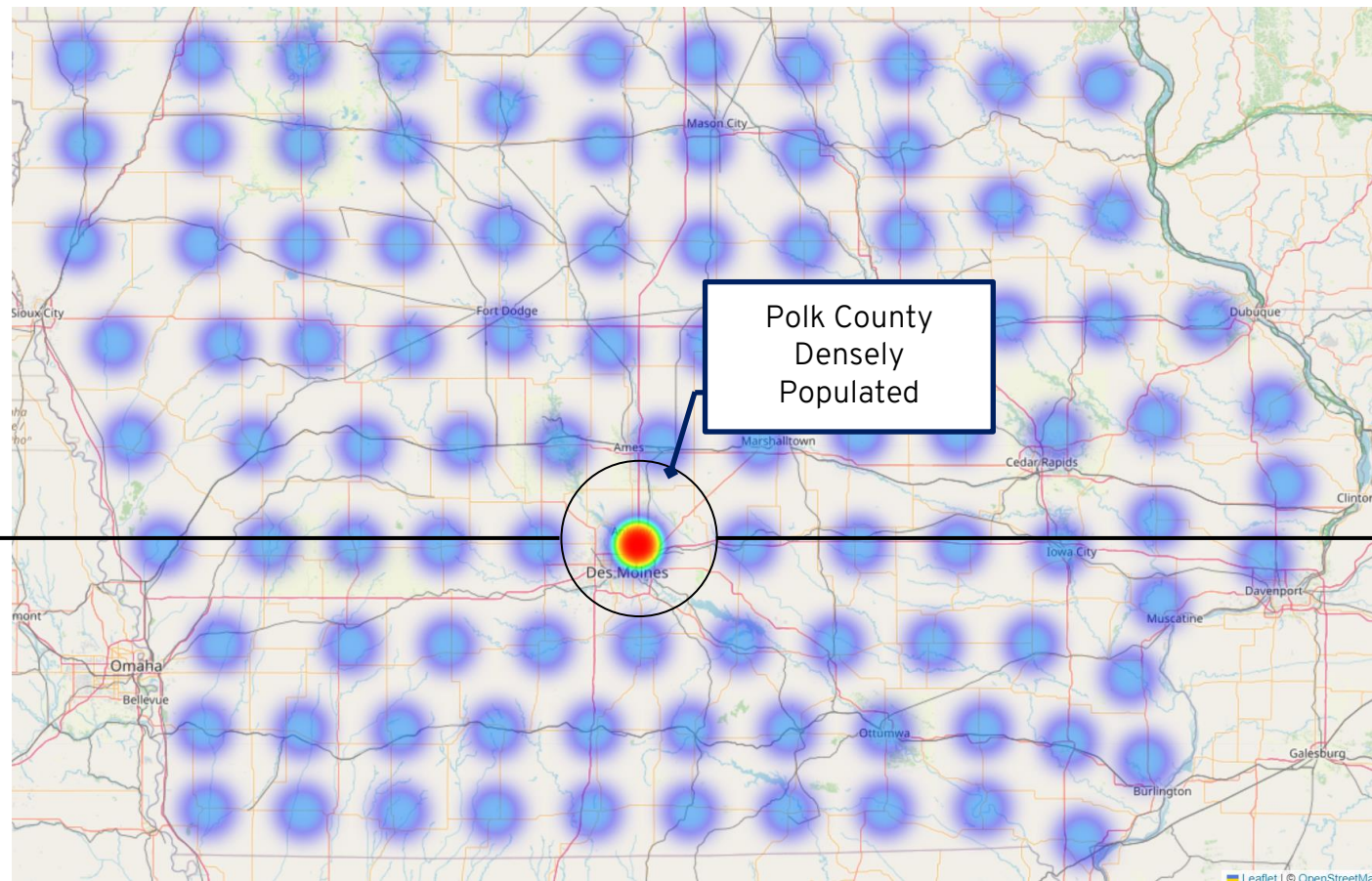
County	Brand	UV
ADAMS		\$8,348.50
FREMONT		\$13,861.68
WAYNE		\$22,411.97
DAVIS		\$23,457.13
TAYLOR		\$23,832.00

BOTTOM 5 COUNTIES (SALES)

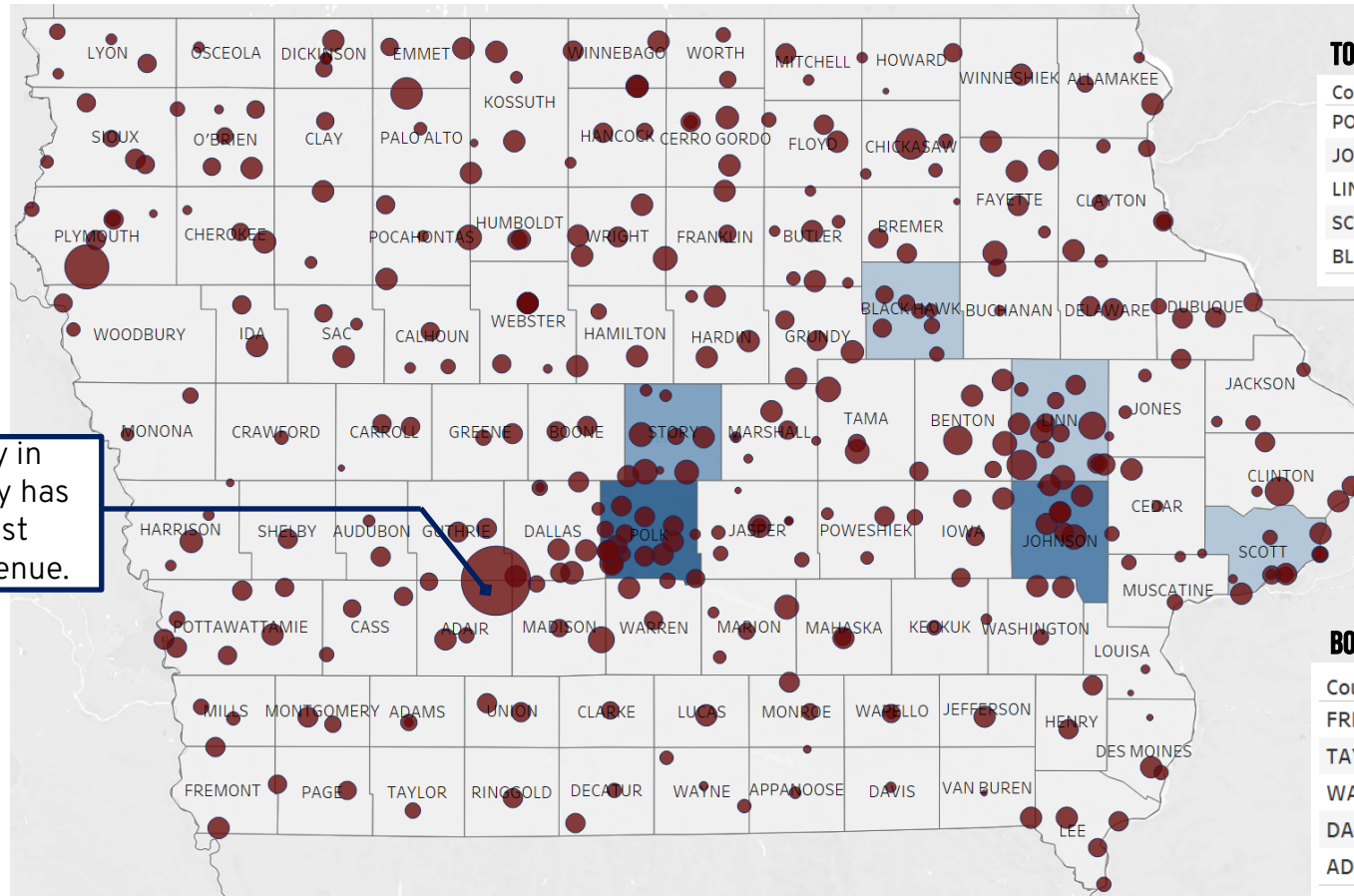
2023

2023

IOWA POPULATION HEATMAP



BURNETT ALL TIME COUNTY SALES AND CITY AVERAGE REVENUE MAP



TOP 5 COUNTIES (SALES)

County	Revenue
POLK	\$1,749,504.40
JOHNSON	\$1,294,016.20
LINN	\$650,832.88
SCOTT	\$533,251.74
BLACK HAWK	\$457,201.88

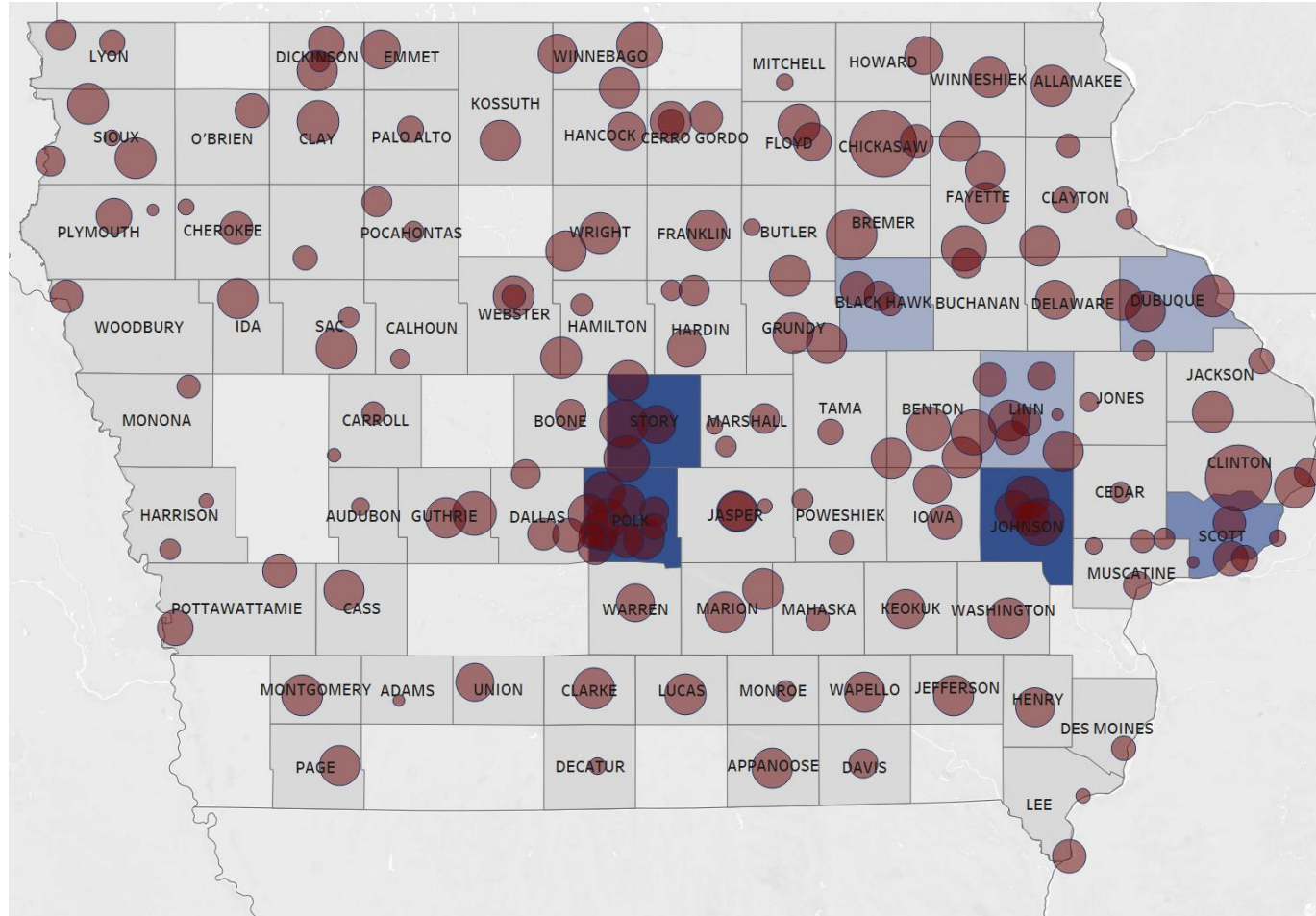


BOTTOM 5 COUNTIES (SALES)

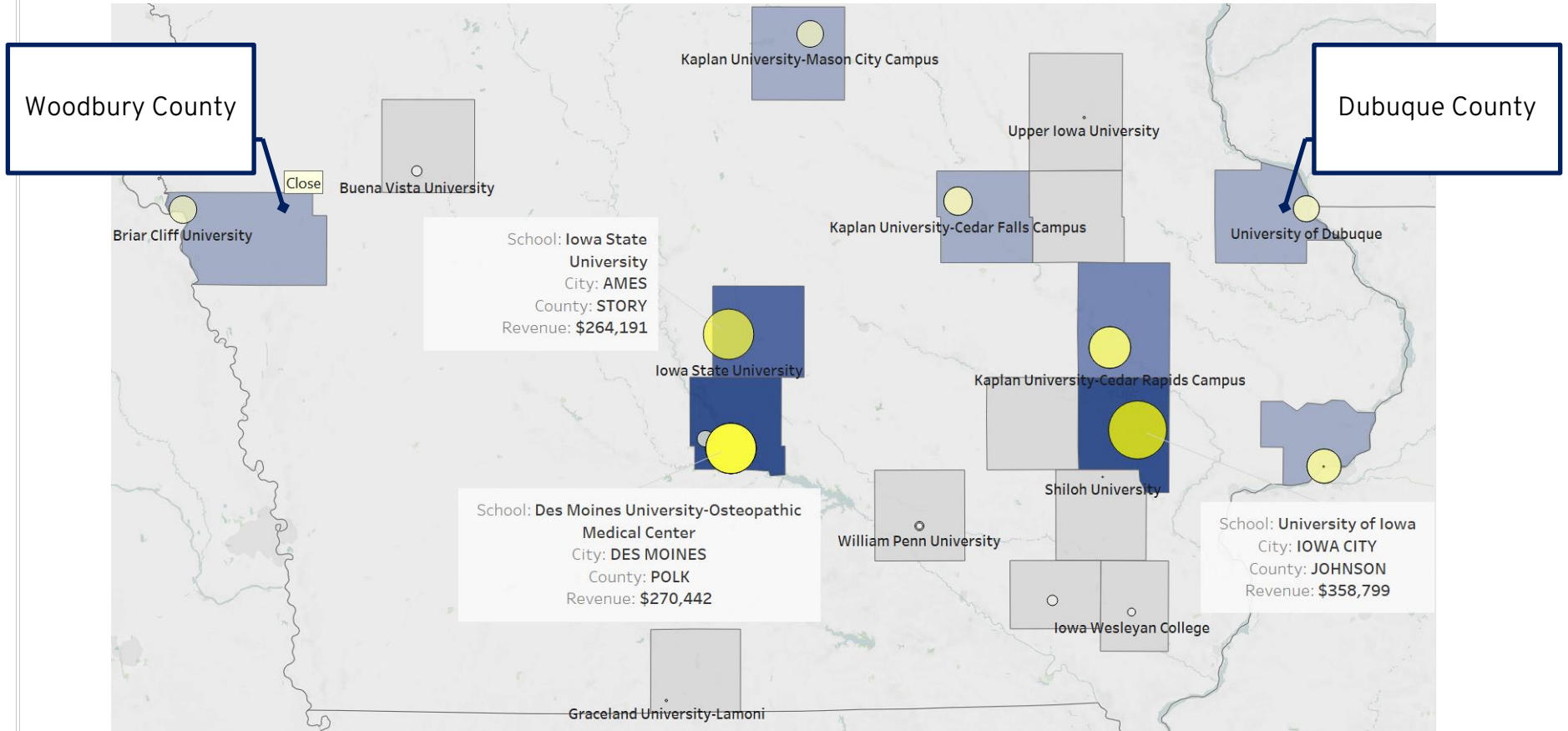
County	Revenue
FREMONT	\$663.24
TAYLOR	\$1,048.95
WAYNE	\$1,232.75
DAVIS	\$2,546.29
ADAMS	\$8,019.29

Stuart City in Adair County has the highest average revenue.

2023 COUNTY SALES AND CITY AVERAGE REVENUE MAP



RELATIONSHIP OF BURNETT'S SALES IN UNIVERSITIES IN IOWA



05

STORE

TYPES OF STORES

LIQUOR

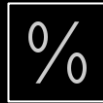
SUPERMARKET

DISCOUNT

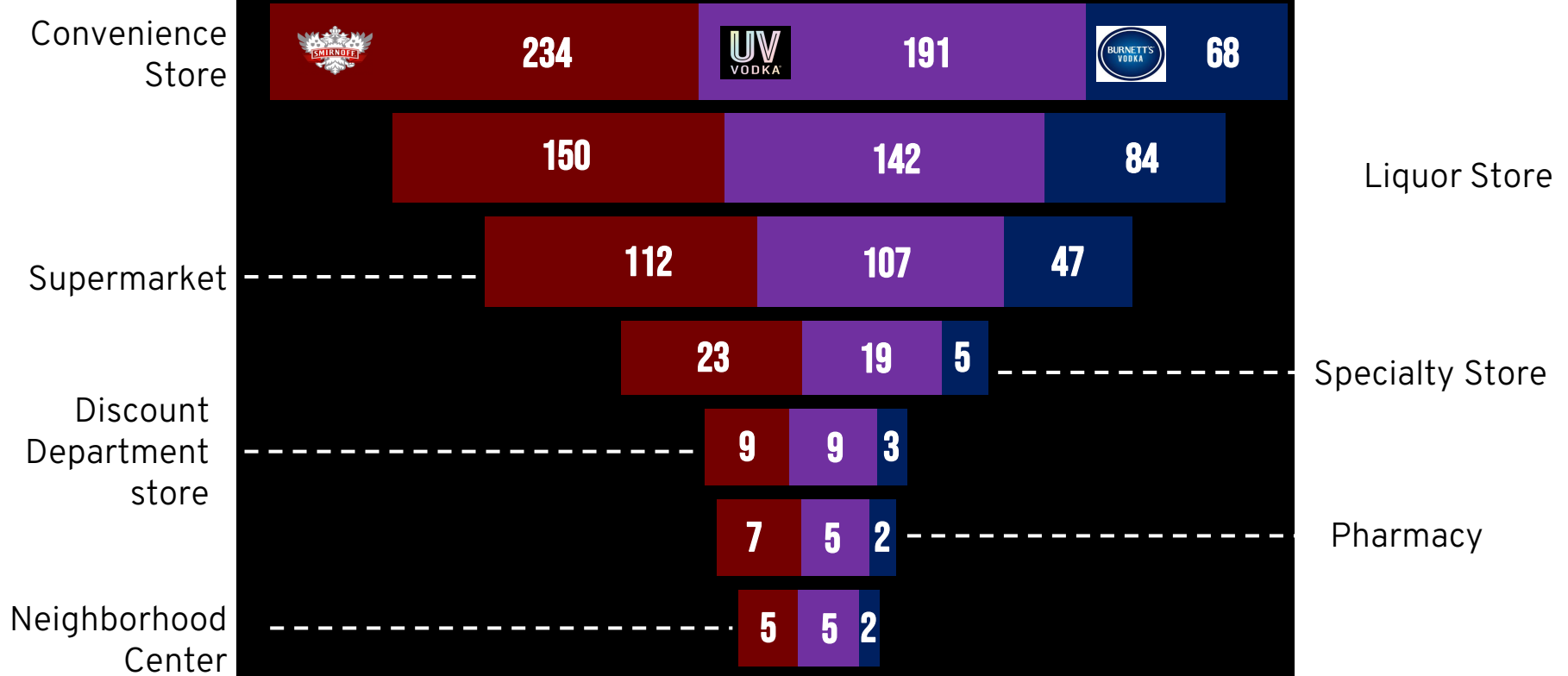
PHARMACY

CONVENIENCE

NEIGHBORHOOD



STORE AVAILABILITY



SALES IN DIFFERENT TYPE OF STORES

TOP STORES



1

Hy-Vee

Hy-Vee

Hy-Vee

2

Wal-Mart

Fareway Stores

Fareway Stores

3

Fareway Stores

Wal-Mart

Casey's General Store

4

Casey's General Store

Sam's Club

Wal-Mart

5

Kum & Go

Spirit's Liquor

Spirit's Liquor

6

Sam's Club

Kum & Go

Target

Supermarket

Discount

Convenience

Liquor

SALES IN DIFFERENT TYPE OF STORES



Supermarket

4.09 M – 46%

972 K – 55%

195 K – 45%

Convenience Store

2.5 M – 28%

284 K - 16%

44 K – 10%

Liquor Store

1.1 M – 12%

309 K - 17%

102 K – 23%

Discount Store

915 K -10%

172 K – 10%

1.7 K

Pharmacy

127 K – 1%

5.7 K

44 K - 10%

Specialty Store

69 K - 1%

16 K – 1%

2.8 K - 1%

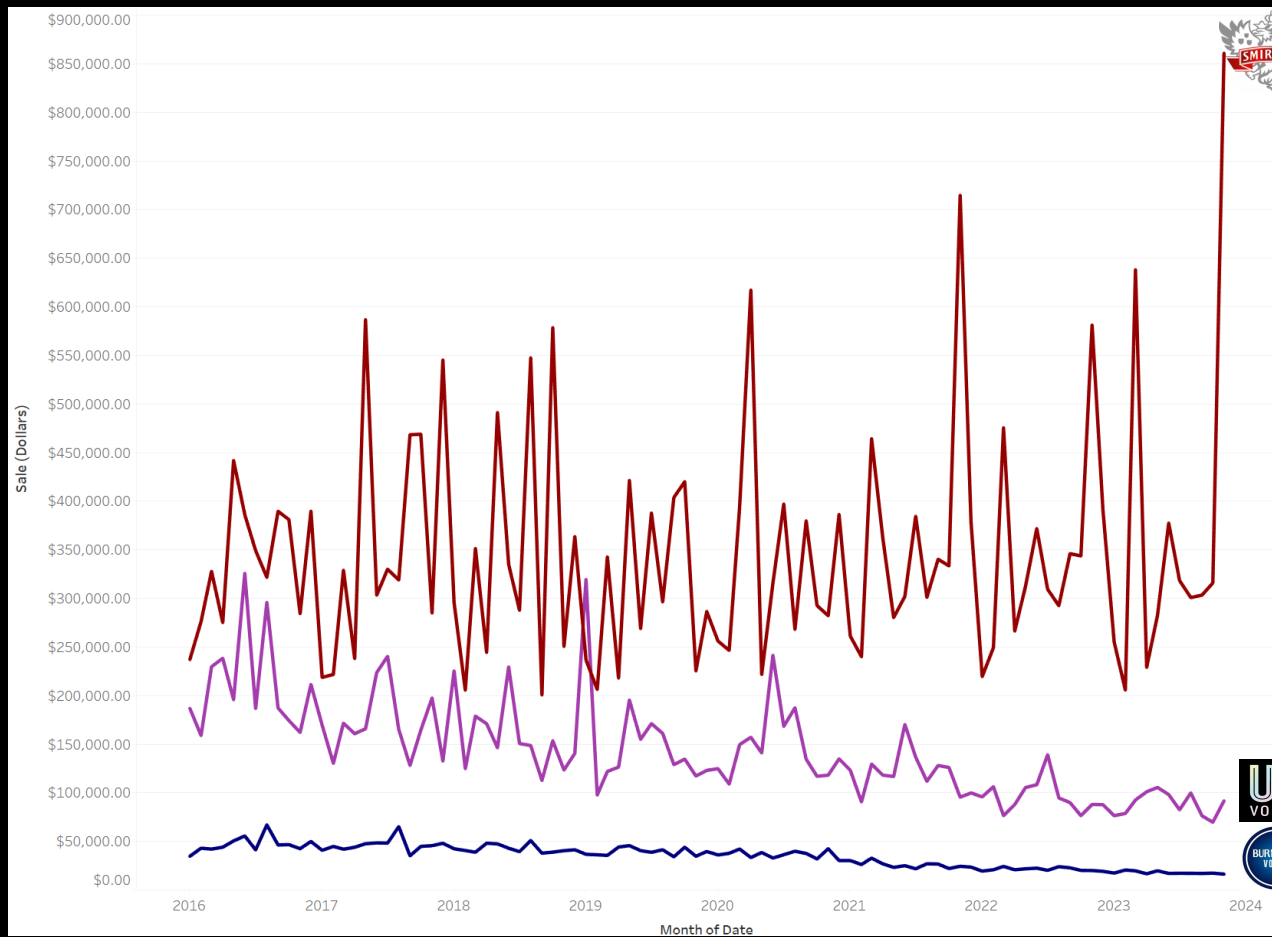
Neighborhood Center

13 K

17 K - 1%

47

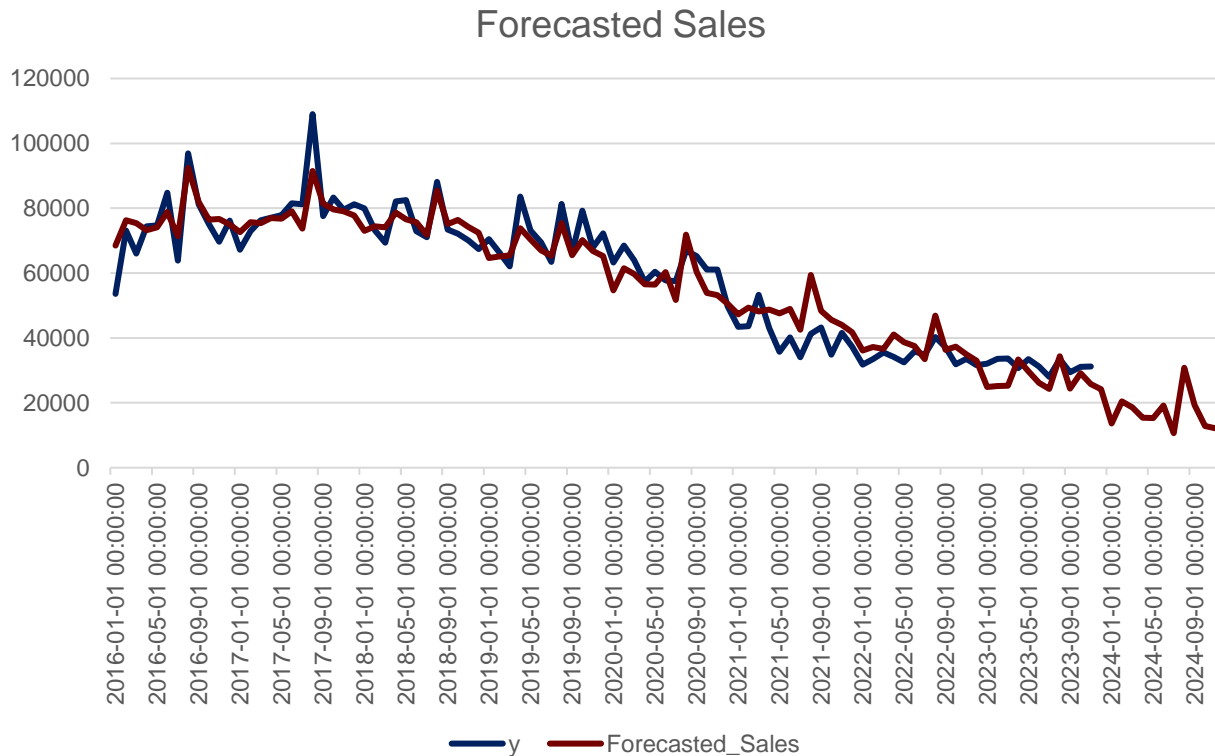
SUPERMARKET SALES



06

FORECAST

PROPHET FORECAST





THANKS