



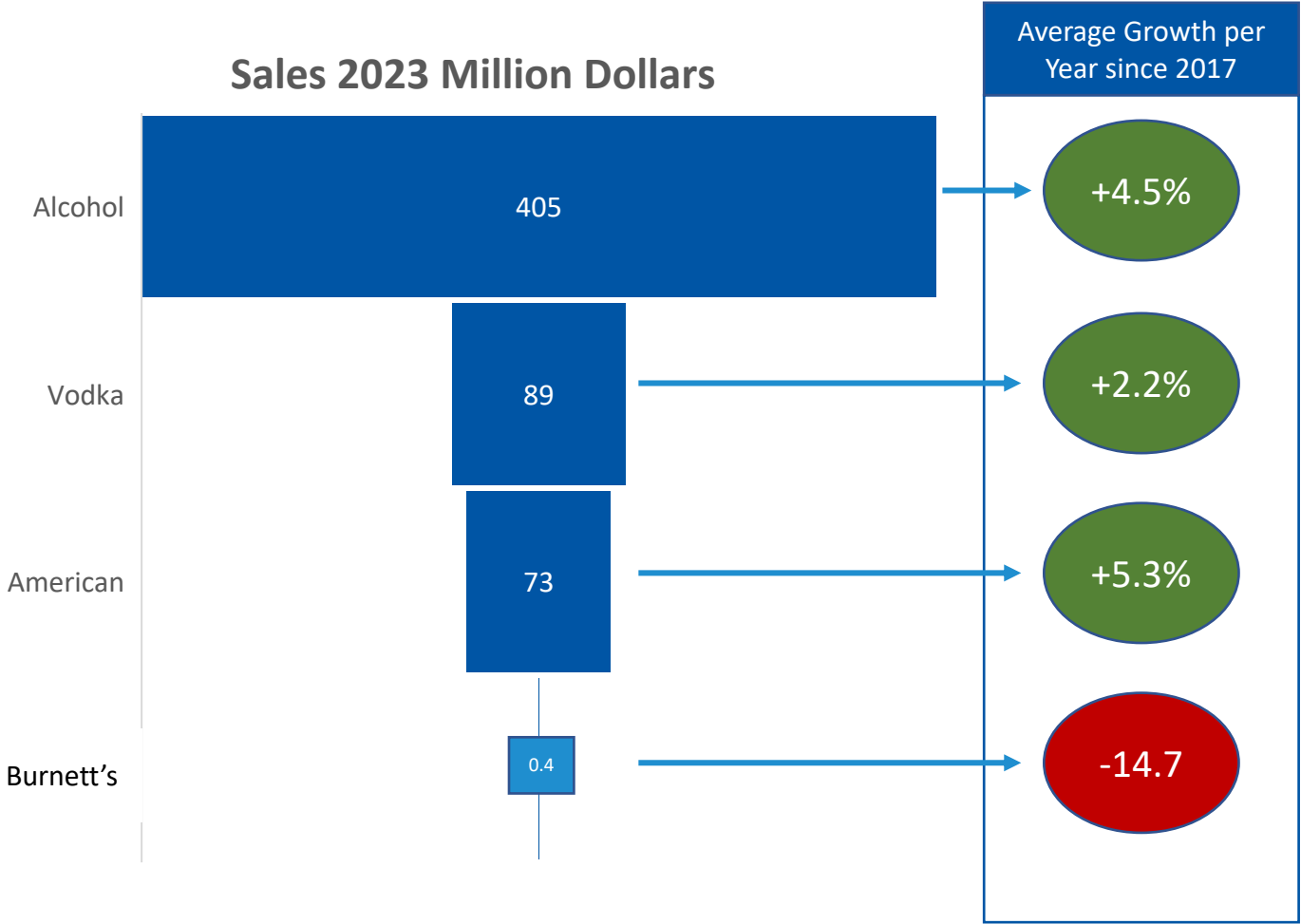
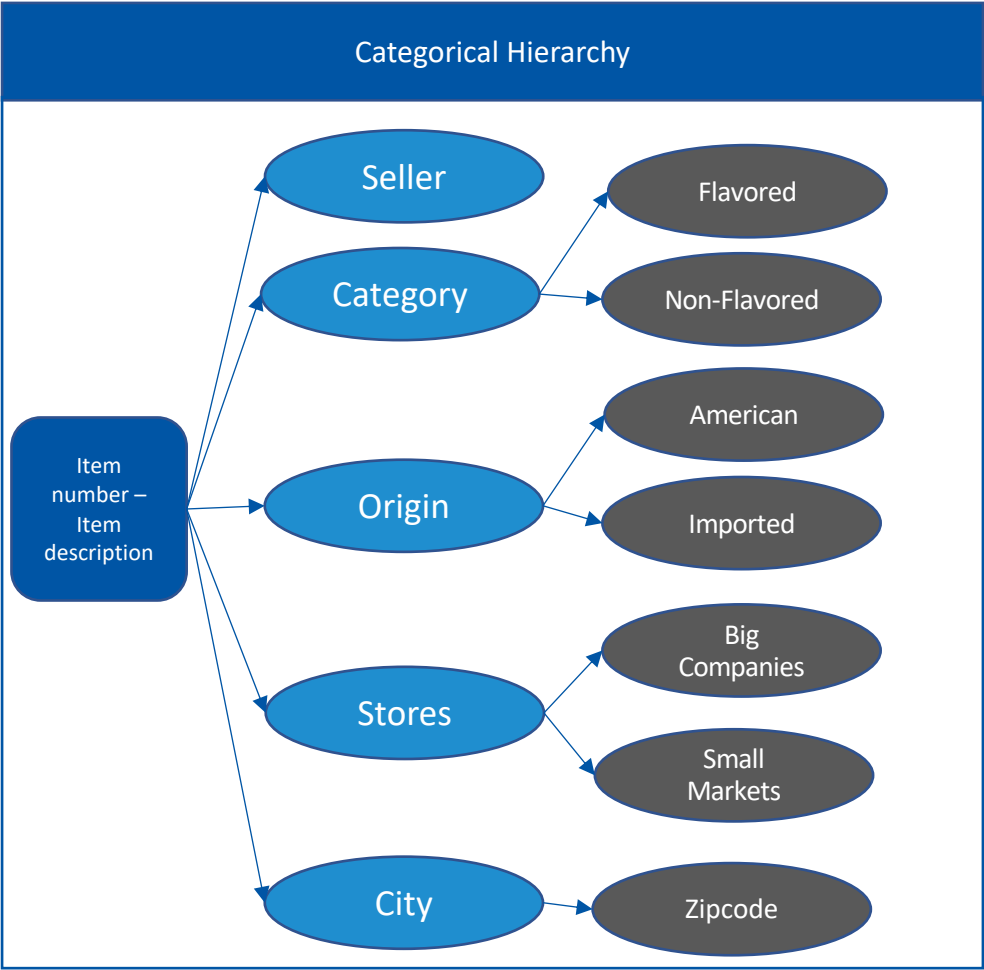
Zeyad Alhouti
Eman Turkistani
Mejd Ennaby

Kangjie Yu
Jaime Bustamante





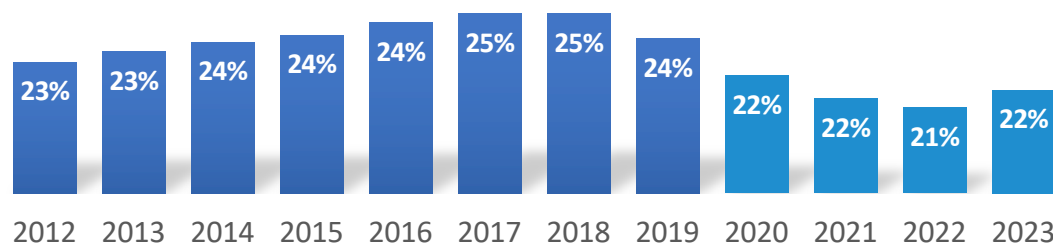
Alcohol Sales were 405 million dollars last year with Vodka representing 89 of them and Burnett's 0.4.





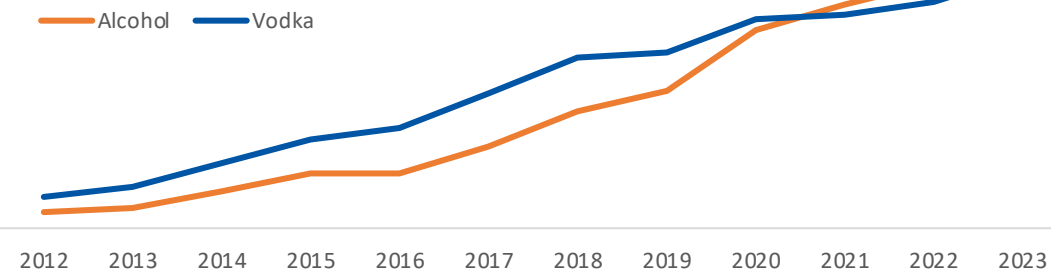
Vodka has grown with the market until the pandemic, while Burnett's has gone down every year since 2018.

Vodka Market Share



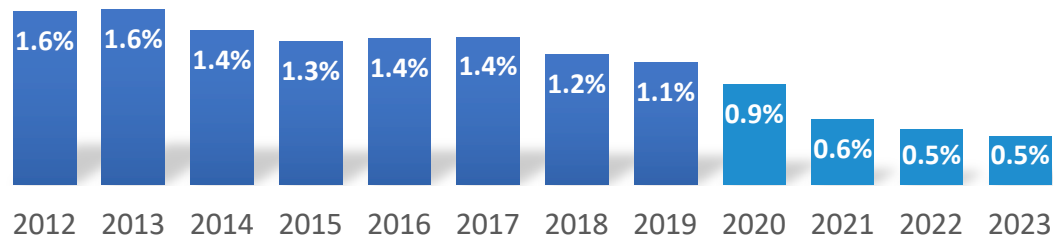
- *Vodka Market Share is Vodka Sales divided Alcohol Sales.*

Alcohol vs. Vodka



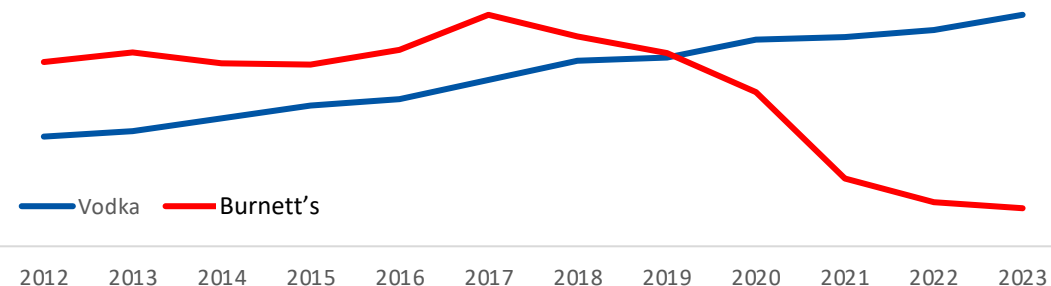
- *Lines are adapted to a Scaler where the Maximum Value = 1*

Burnett's Market Share



- *Burnett's Market Share is Burnett's Sales divided Vodka Sales.*

Vodka vs. Burnett's



- *Lines are adapted to a Scaler where the Maximum Value = 1*



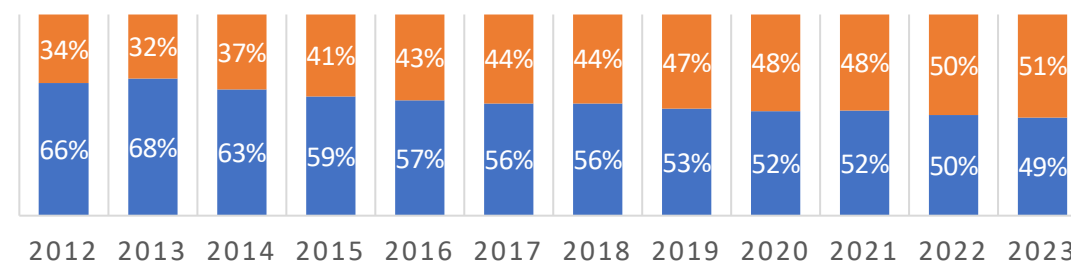
While both Categories decrease over time, Flavored products perform better and are a bigger part of the mix.

Non-Flavored (Thousand Dollars)



- Aggregate sales of Non-Flavored Burnett's Vodka

Category Mix



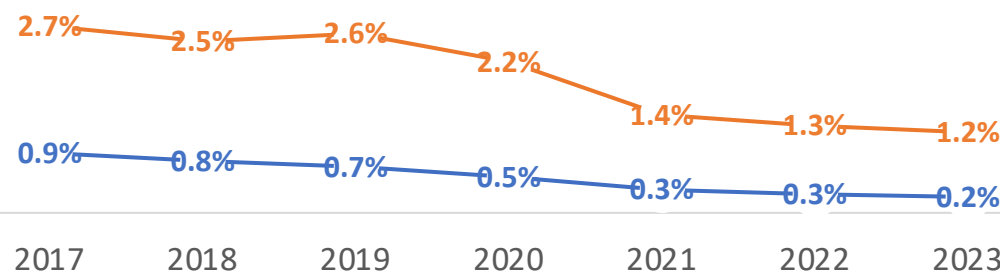
- This represent the Sales separated in Flavored and Non-Flavored

Flavored (Thousand Dollars)



- Aggregate sales of Non-Flavored Burnett's Vodka.

Market Share per Category

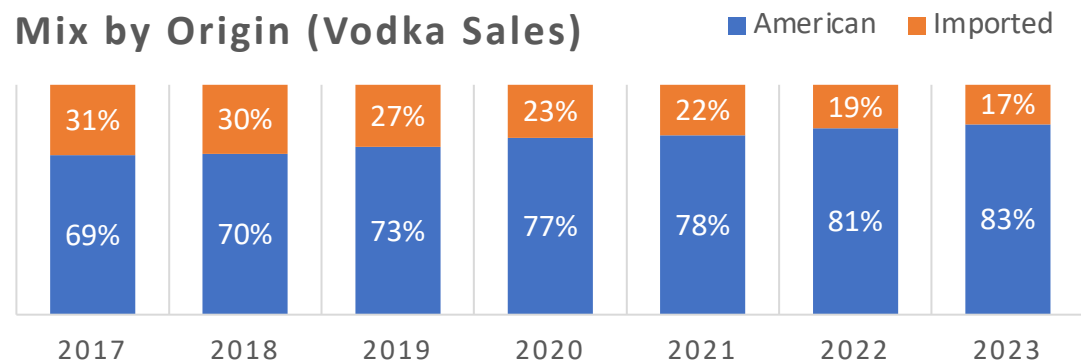


- Market Share = Burnett's Category Sales/Total Market Category Sales



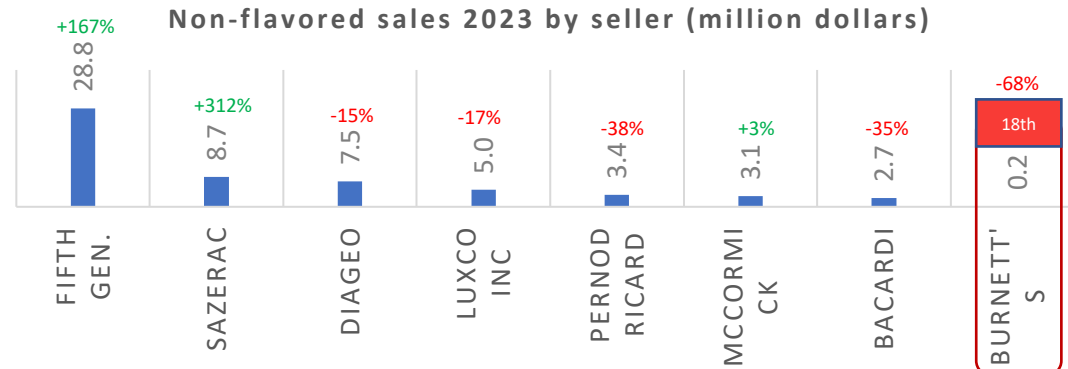
American Vodka has increased it's market share over time in both categories: flavored and non-flavored.

Mix by Origin (Vodka Sales)



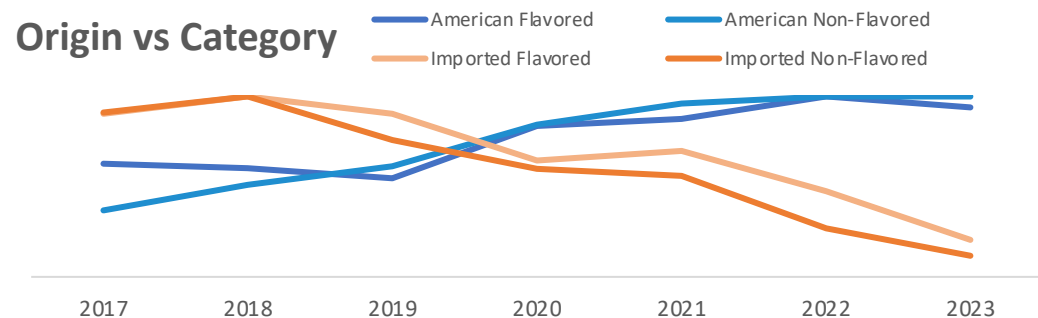
- Percentage of sales each Origin Represents

Non-flavored sales 2023 by seller (million dollars)



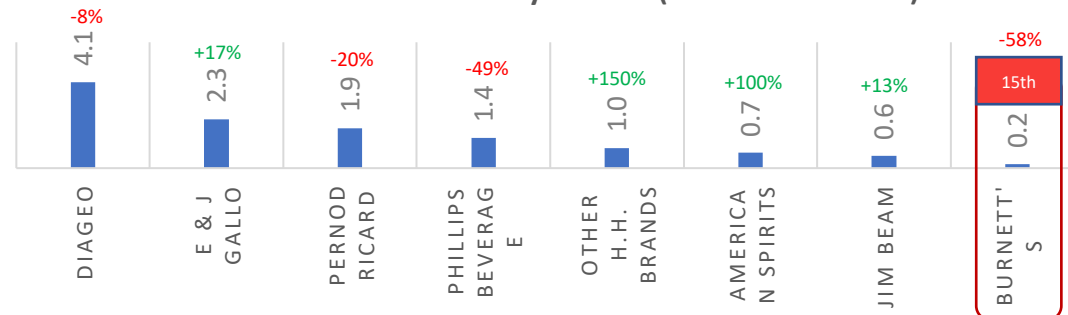
- Top 7 Non-Flavored Sellers by Sales with Burnett's as last / Change Since 2017

Origin vs Category



- Lines are adapted to a Scaler where the Maximum Value = 1

Flavored sales 2023 by seller (Million dollars)



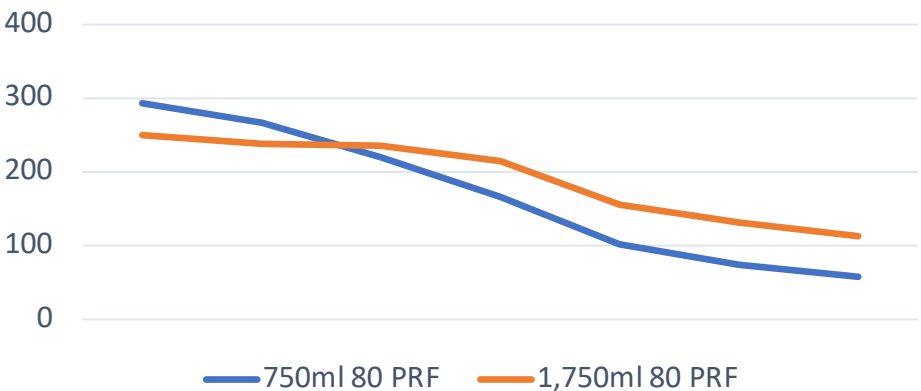
- Top 7 Flavored Sellers by Sales with Burnett's as last / Change Since 2017



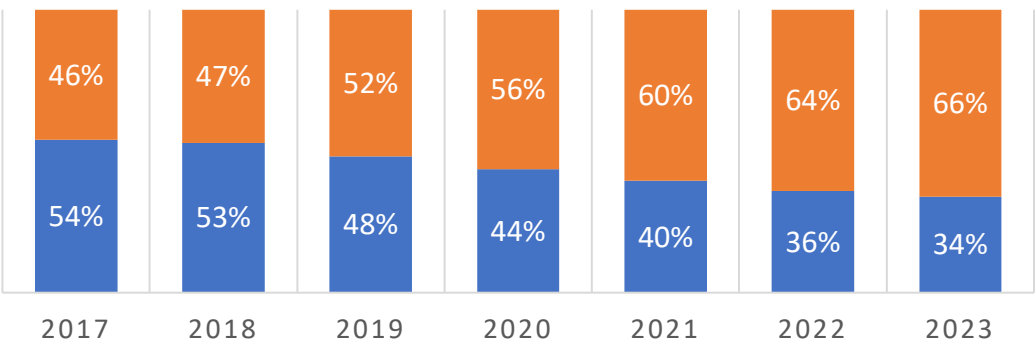
Over time, 1,750 ml performed better and today 8 flavors represent more than 75% of the Flavored Sales.

Non-Flavored

Sales (Thousand Dollars)

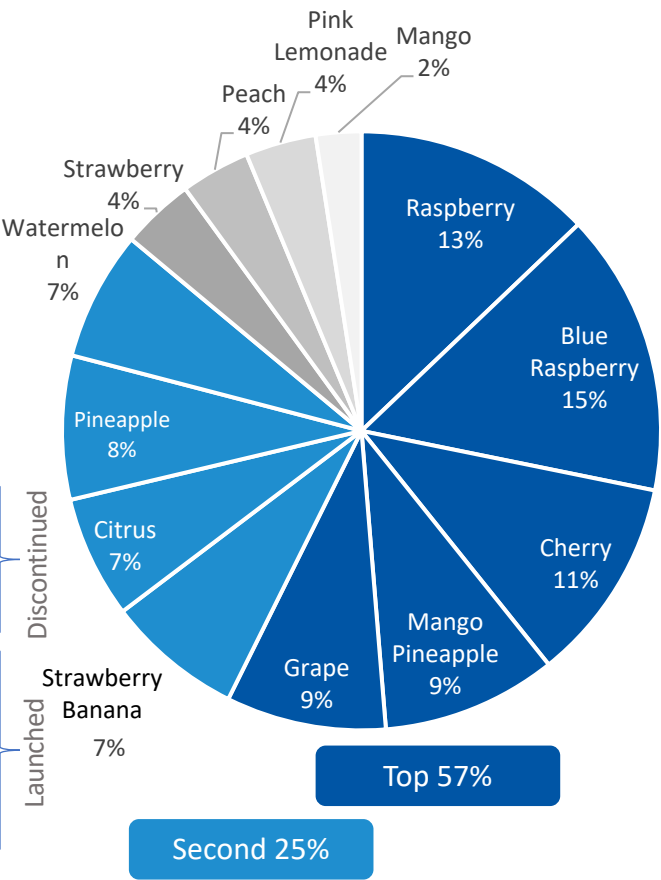


Product Mix



Flavored

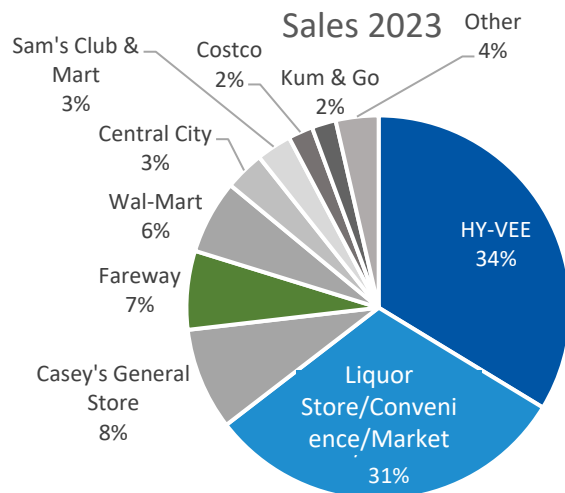
Flavor	2017	2023	2017->2023
Raspberry	62	23	-63%
Blue Raspberry	38	27	-29%
Cherry	53	20	-63%
Mango Pineapple	44	17	-62%
Grape	33	15	-53%
Strawberry Banana	34	13	-61%
Citrus	36	12	-67%
Pineapple	31	14	-56%
Watermelon	27	12	-53%
Limeade	19	0	-100%
Fruit Punch	23	0	-100%
Tropical Punch	28	0	-100%
Strawberry	0	7	+421%
Peach	0	7	+300%
Pink Lemonade	0	7	+311%
Mango	0	4	+305%





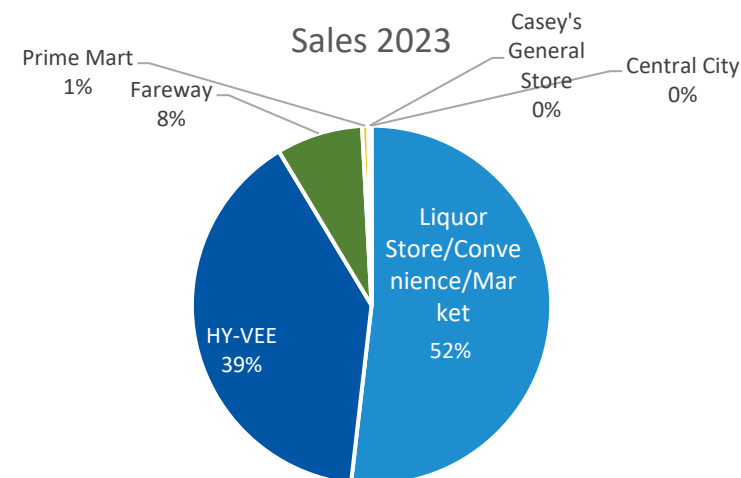
Burnett's % Sales are more than the Vodka market in Fareway, HY-VEE and Small Convenience/Liquor Stores.

Vodka Sales
(Million USD)



Store Categories	2017	2023	2017->2013
HY-VEE	29.5	29.9	+1%
Liquor Store/Convenience/Market	22.2	27.4	+23%
Casey's General Store	1.8	7.6	+330%
Fareway	4.8	5.9	+22%
Wal-Mart	5.5	5.5	+1%
Central City	2.7	3.0	+8%
Sam's Club & Mart	3.4	2.6	-22%
Costco	1.6	1.8	+13%
Kum & Go	2.1	1.8	-13%
Others	4.4	3.2	-27%

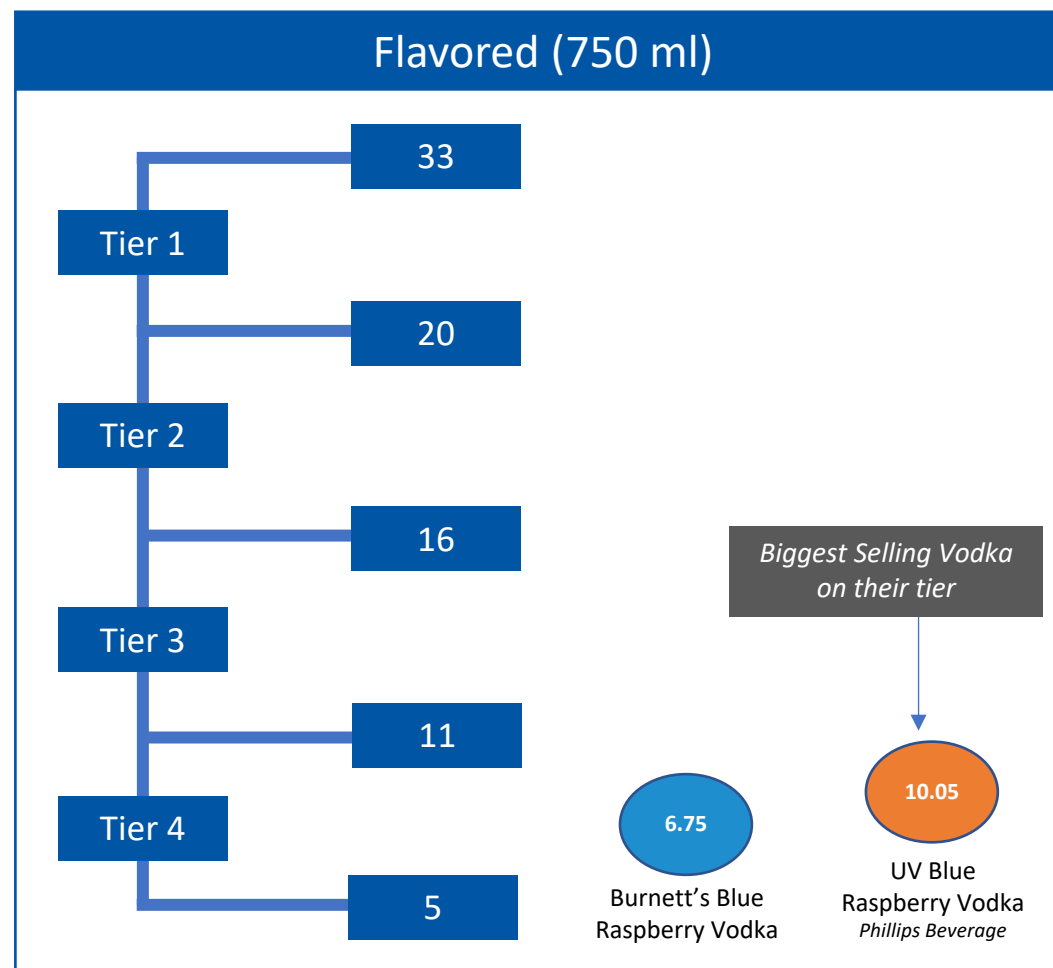
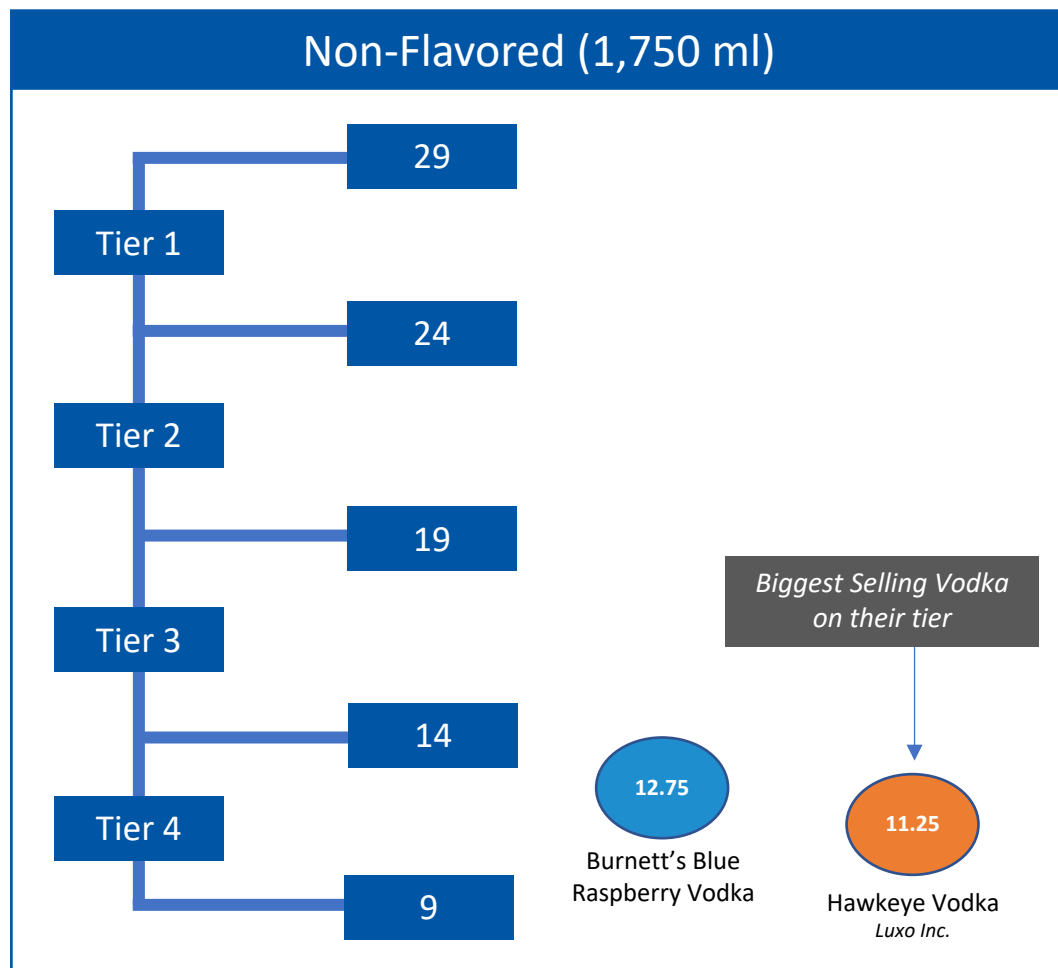
Burnett's Sales
(Thousand USD)



Store Categories	2017	2023	2017->2013
Liquor Store/Convenience/Market	340.7	180.8	-47%
HY-VEE	417.8	138.0	-67%
Fareway	67.8	27.1	-60%
Prime Mart	1.4	1.9	+40%
Casey's General Store	88.2	0.8	-99%
Central City	4.4	0.2	-96%
Sam's Club & Mart	5.2	0.0	-100%
Wal-Mart	42.9	0.0	-100%
Walgreens	2.6	0.0	-100%



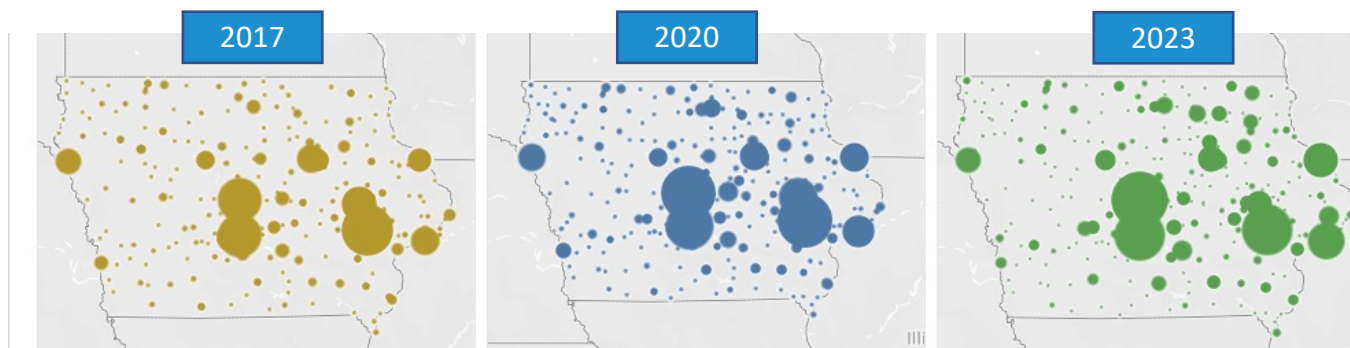
For our most sold product from each category, there is a mapping of ideal competitor in price in the same tier.



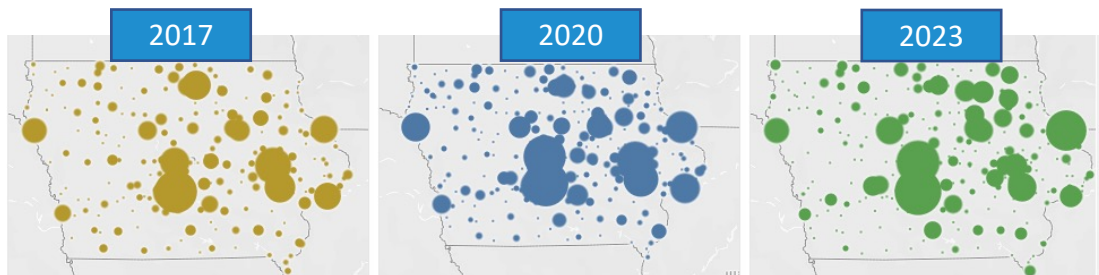


Over time there is a clear appreciation that our territory of Non-Flavored and Flavored has changed.

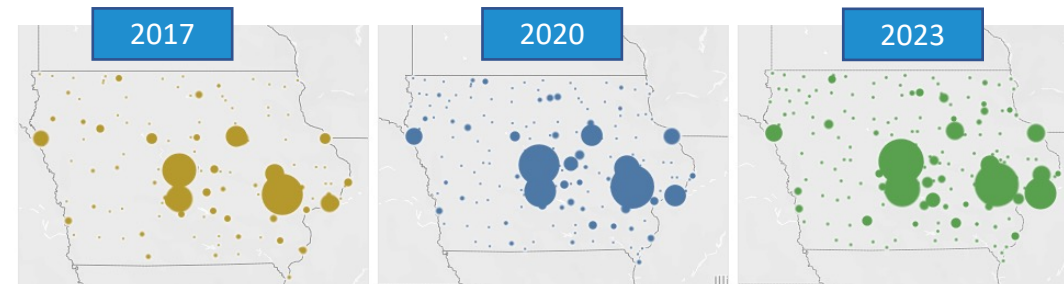
Total Sales



Non-Flavored

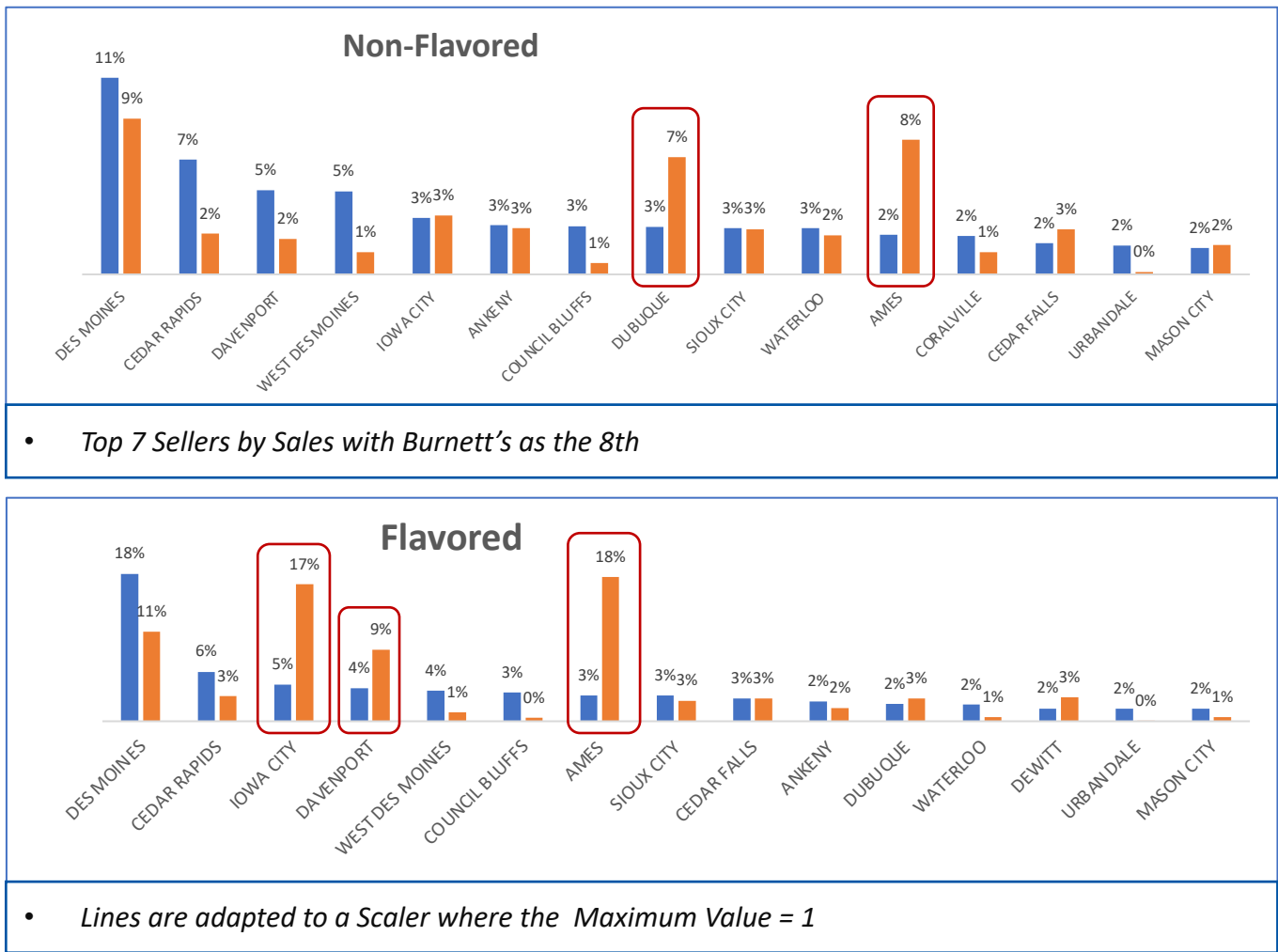
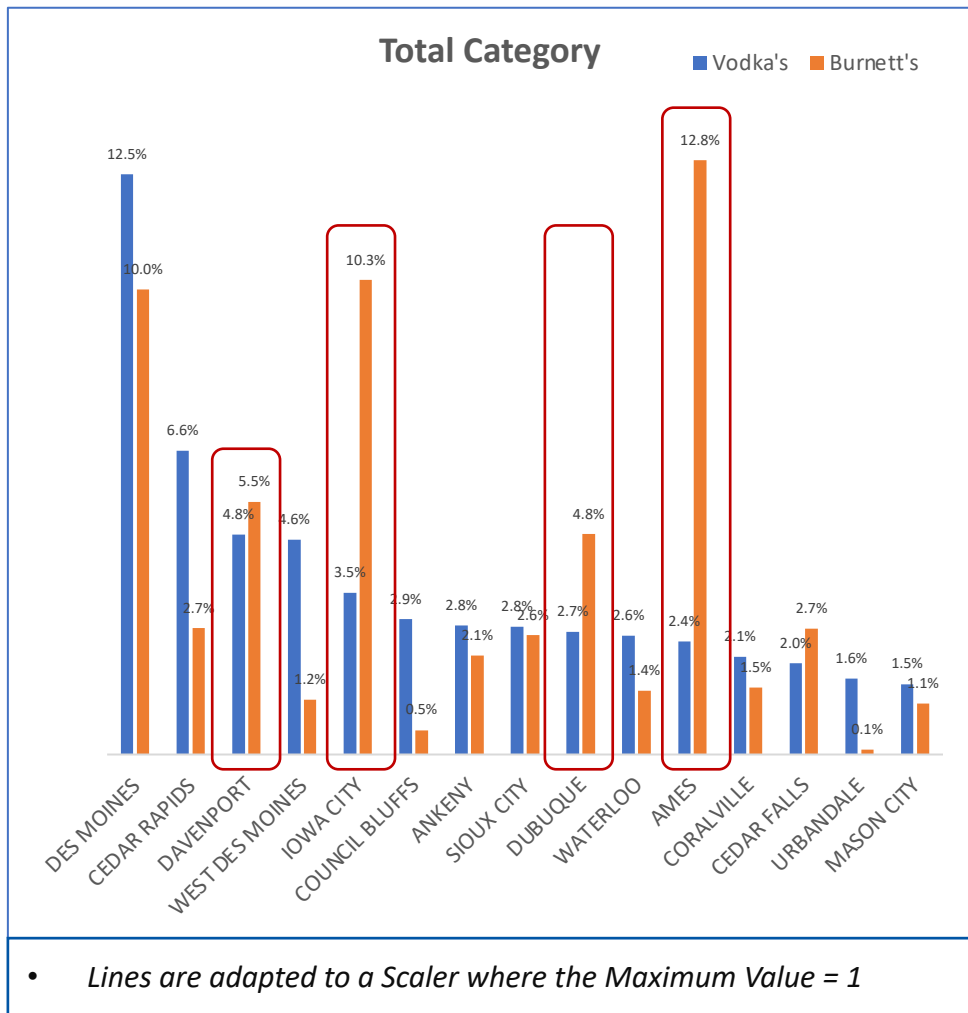


Flavored





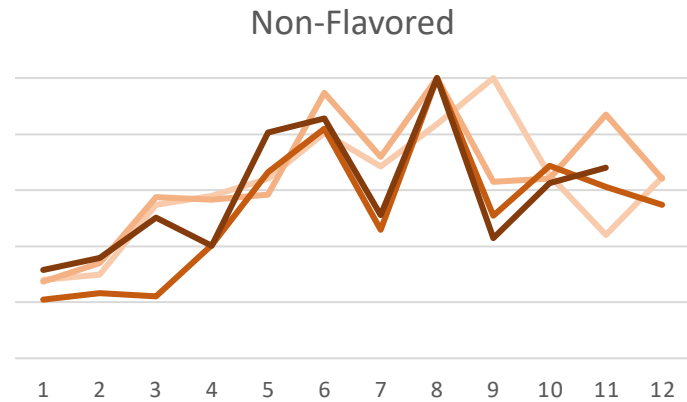
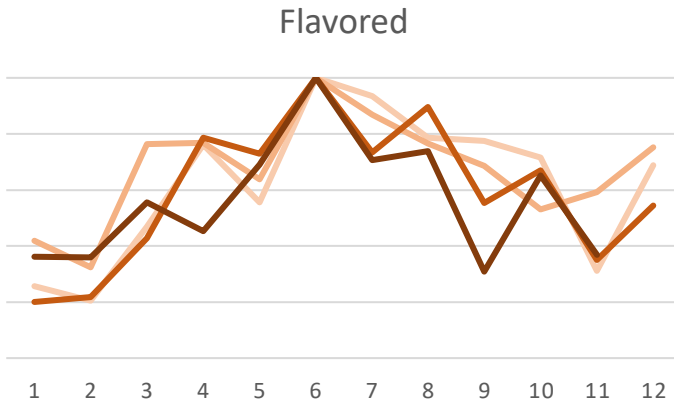
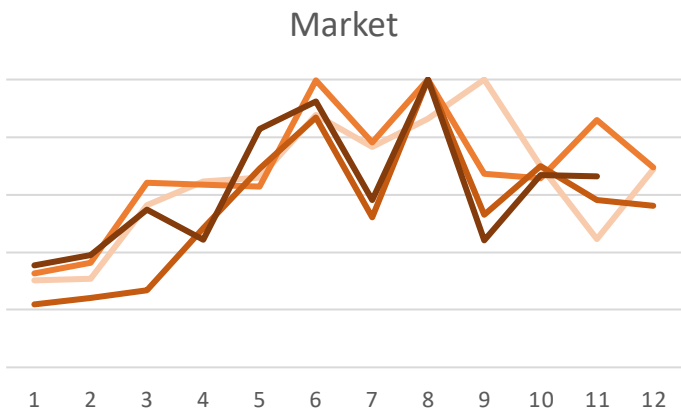
Burnett's Sales are much more representative of their overall vs Vodka Sales in Iowa City, Dubuque and Ames.





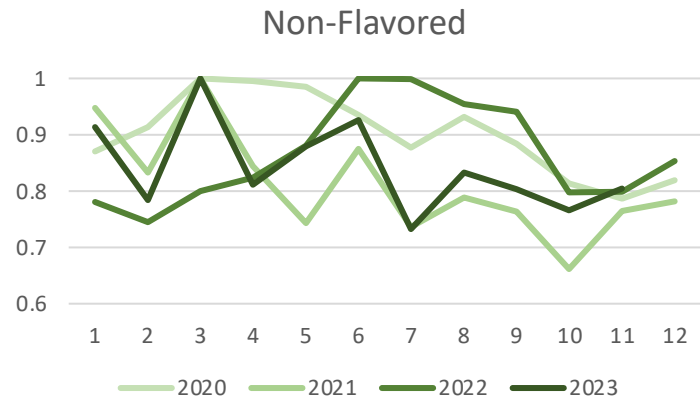
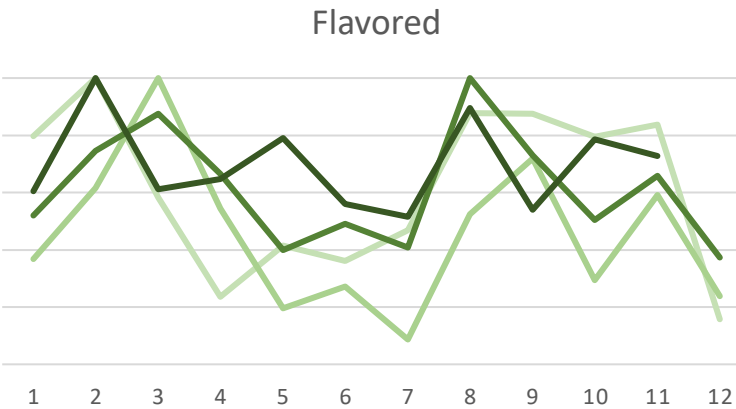
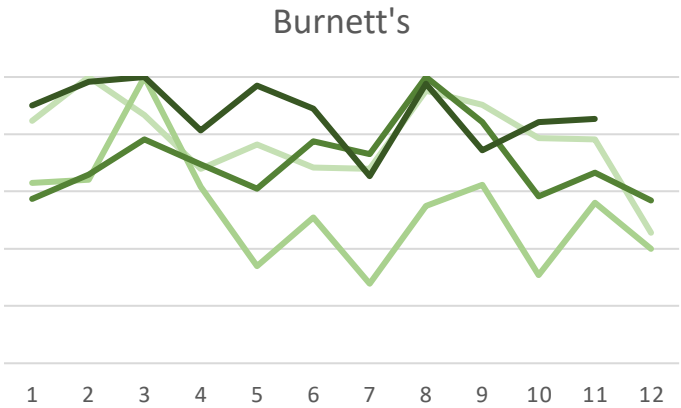
Burnett's Trend is less pronounced in difference to the vodka market.

Vodka Sales



2020 2021 2022 2023

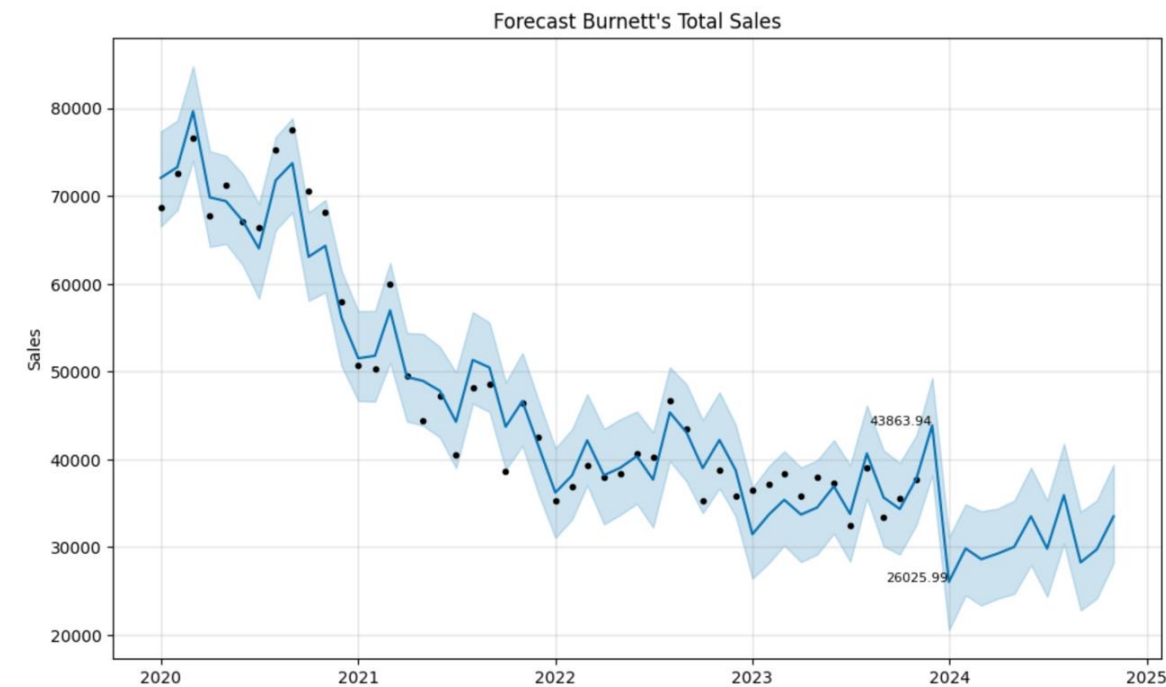
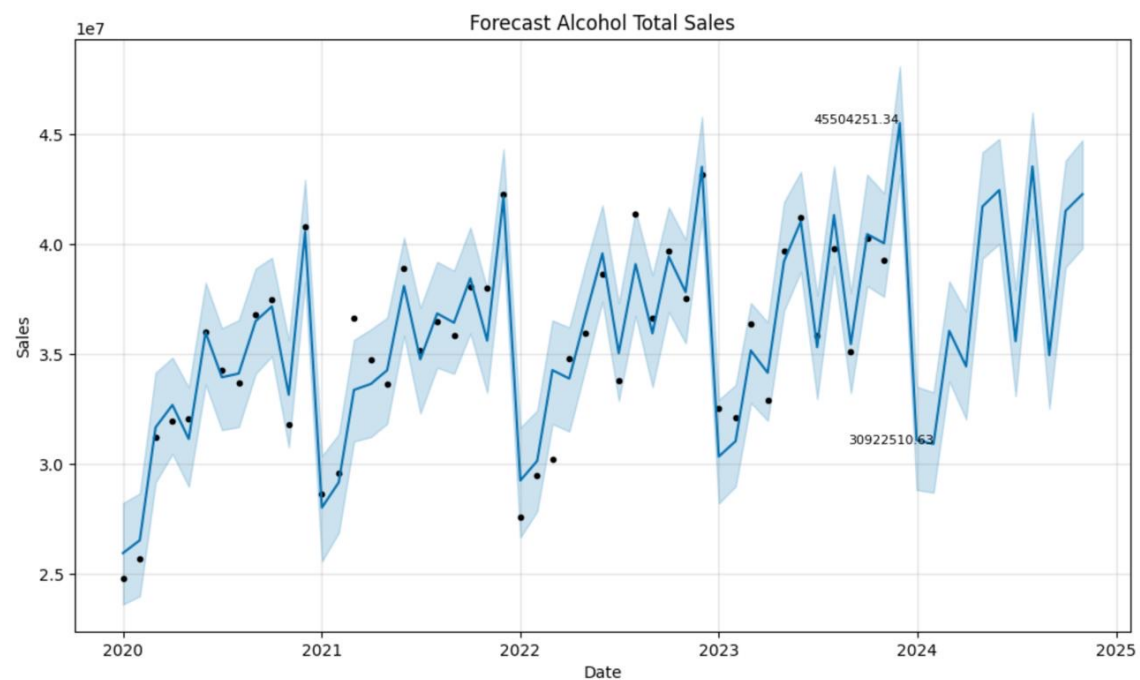
Burnett's Sales



2020 2021 2022 2023

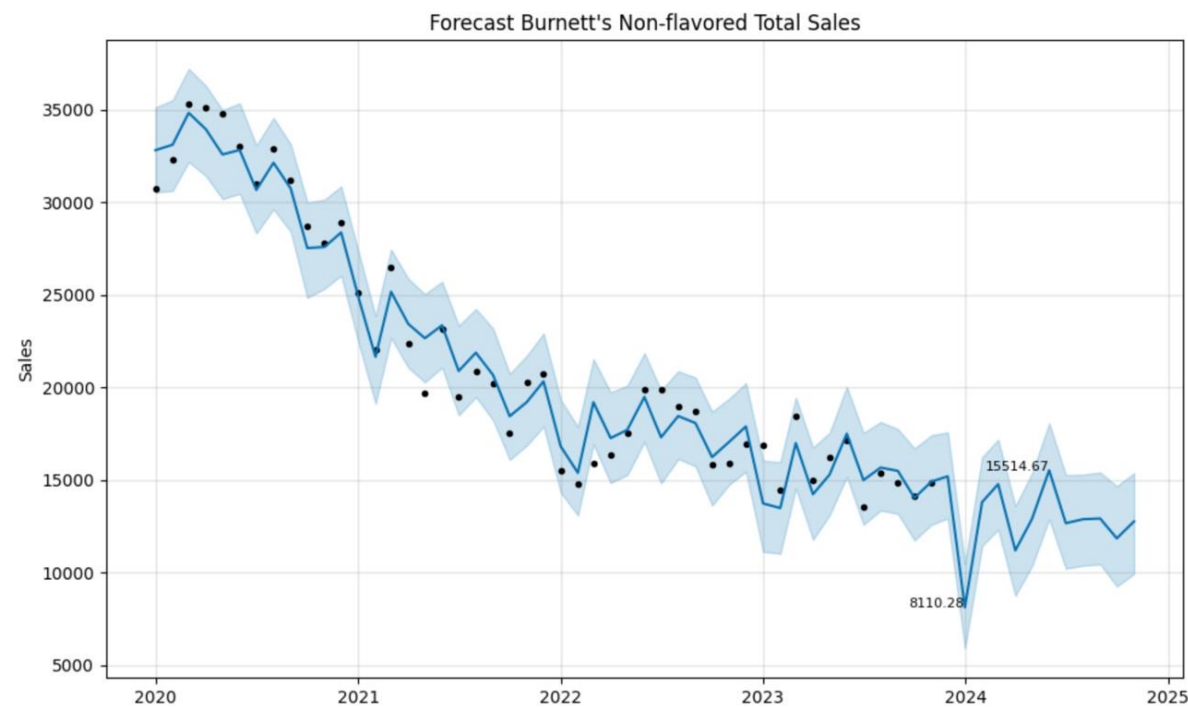
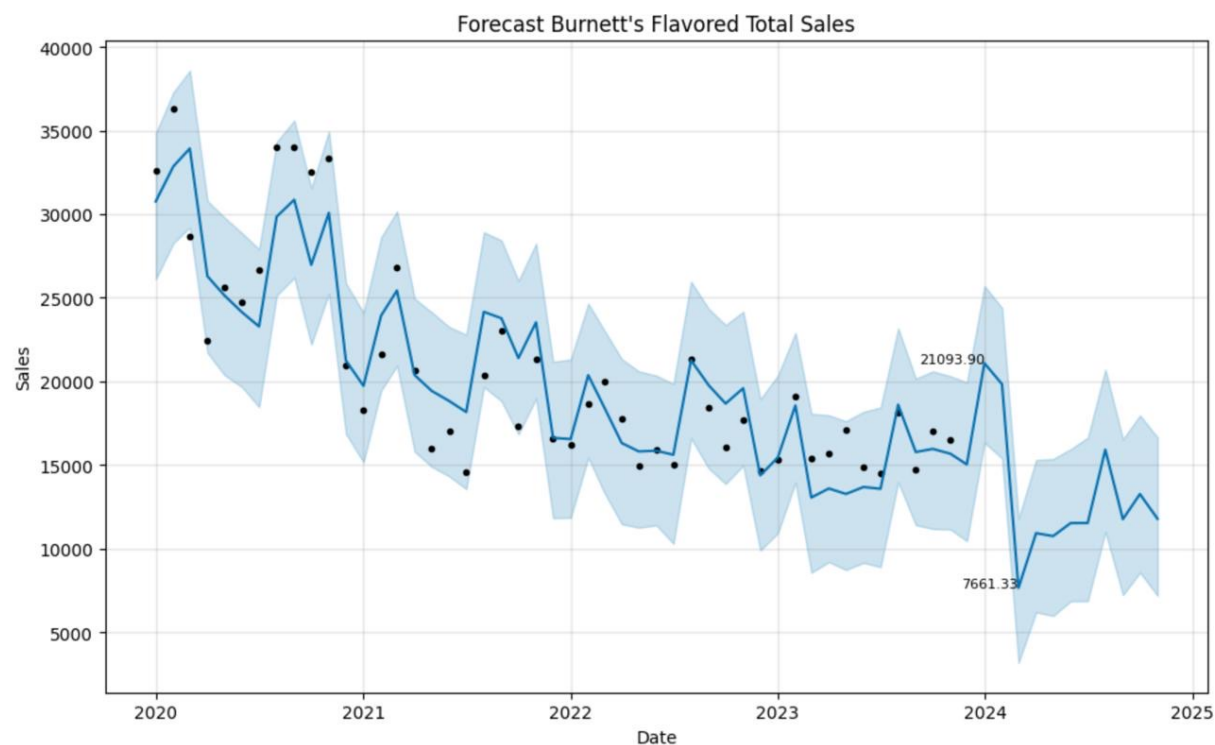


There is a clear seasonality in Alcohol Sales, which Burnetts follows in a decreasing trend.





If we separate Burnett's in Categories, the forecasting dips into the next year.





Thank you!
Q & A



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Mejd Ennaby

Kangjie Yu
Jaime Bustamante

