

Virginia ABC Social Media Insights

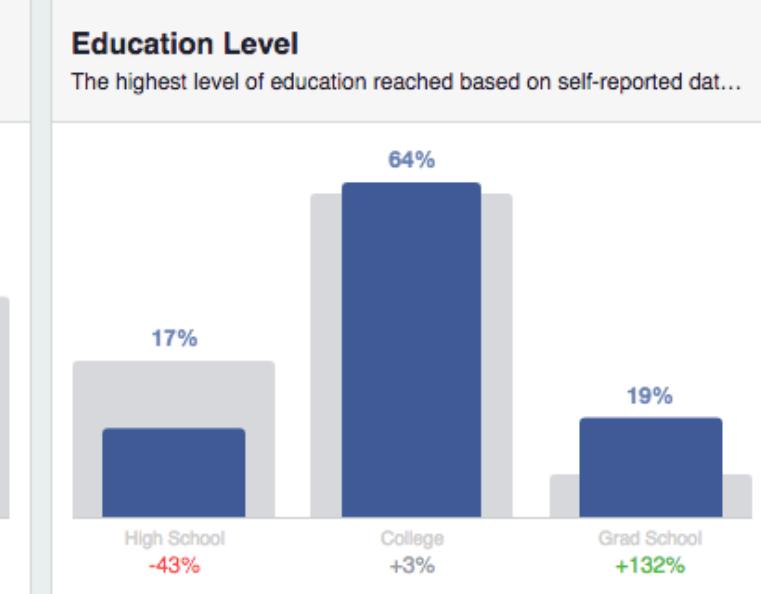
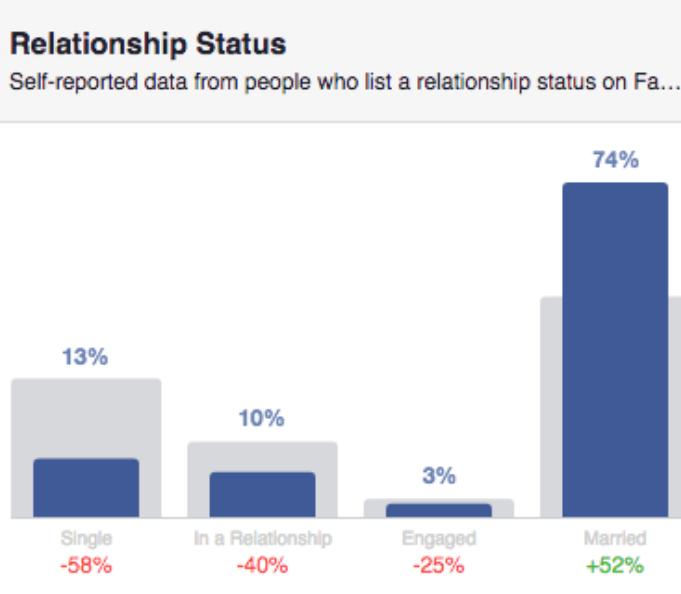
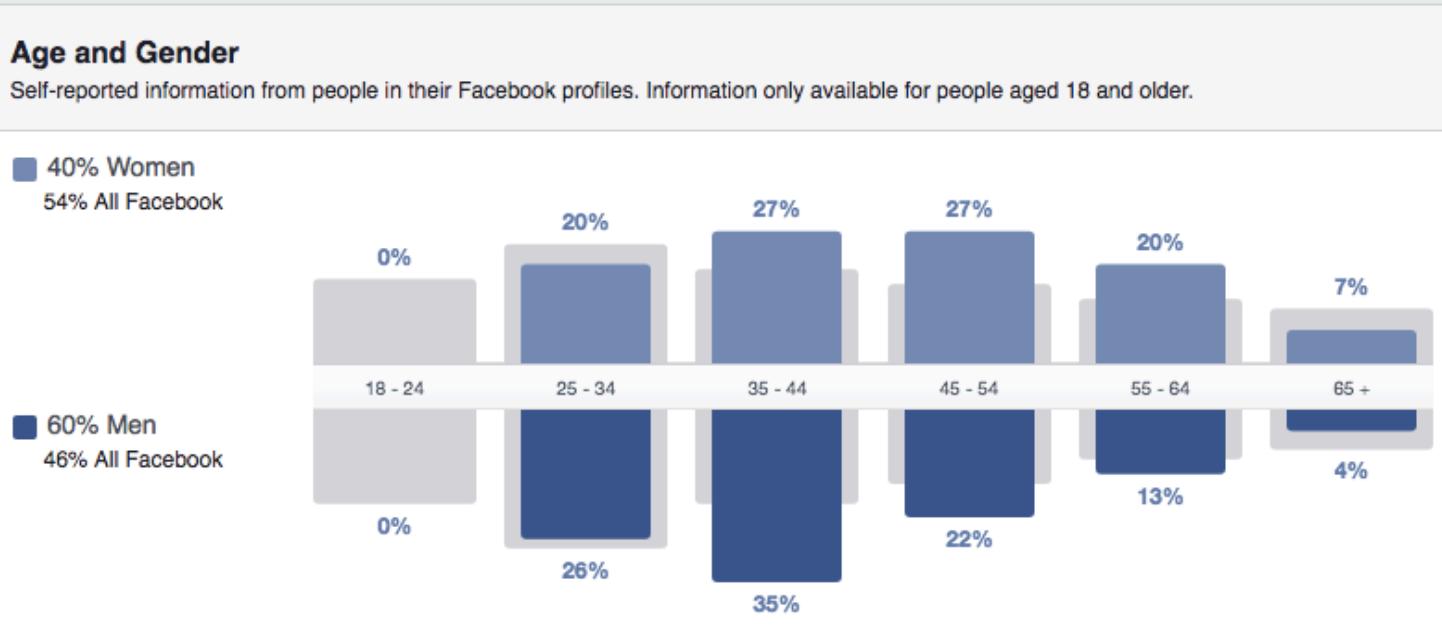
authentic.

Spirited Virginia Facebook Audience Insights

Spirited Virginia Fan Profile: Demographics

Data call-outs:

- Younger men are thirstiest for spirit content:** Over one-third (37%) of all fans are males, 25-44
- Kids are grown, I can finally relax:** Women aged 45-64's interest in Spirited Virginia does not decrease as rapidly as men of the same age
- Married and smart:** Fans are 52% more likely than the U.S. average to be married, and more likely to have an undergrad or a graduate degree under their belts



Spirited Virginia Fan Profile: Demographics

Data call-outs (cont.):

- Spirits pair well with middle and upper class earners:**
 - One-quarter of all fans have an estimated HHI of \$150K-\$250K, and over-index on all ranges \$100K-\$350K
 - Fans are more likely than the U.S. average to own a home valued at over \$200K
- Kids make you appreciate a good drink:** Spirited Virginia fans are 15% more likely to have at least one child



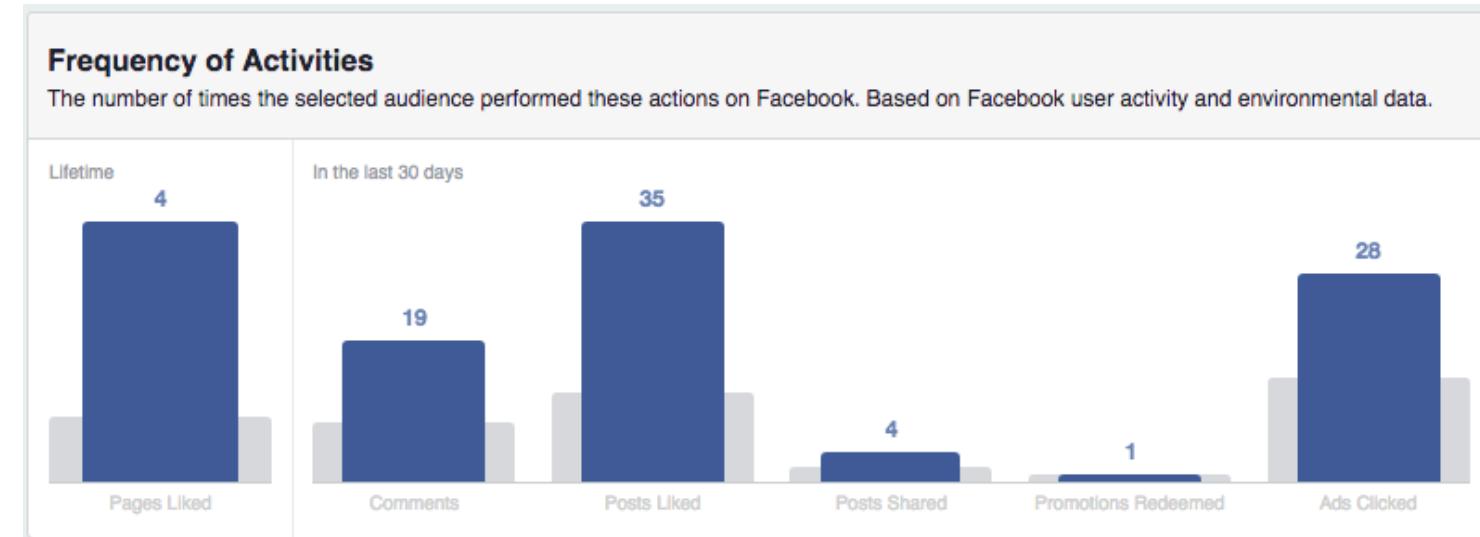
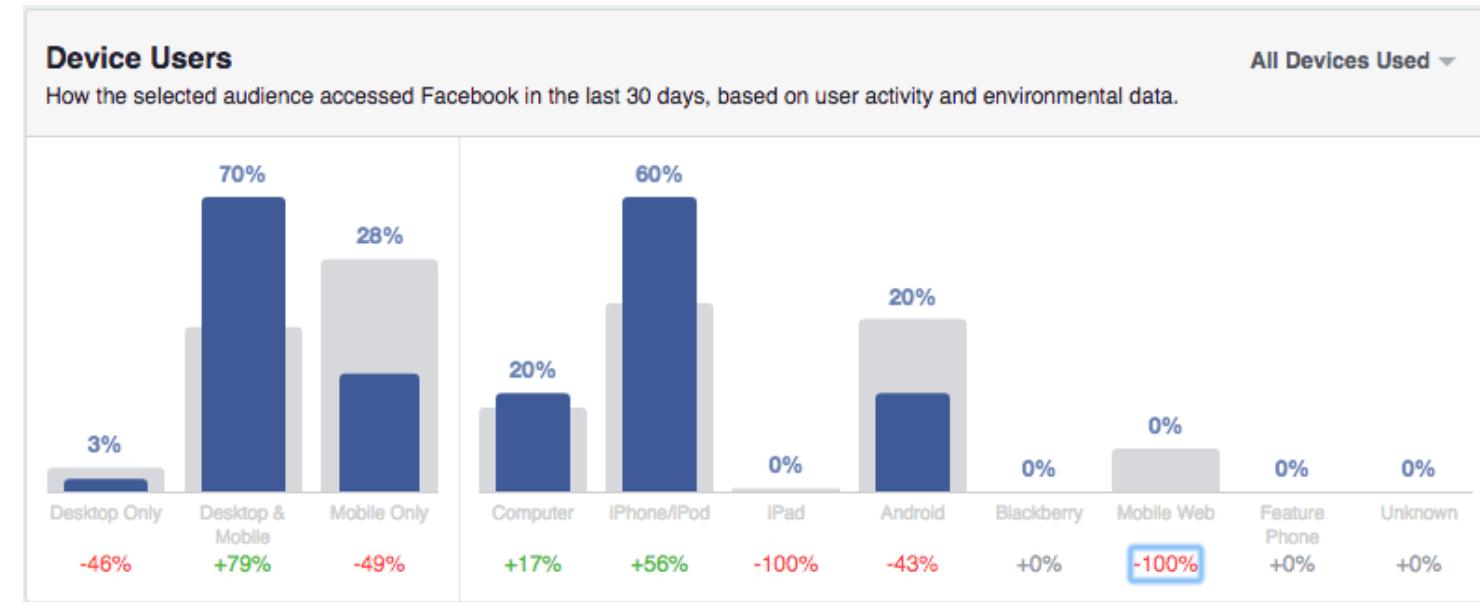
Spirited Virginia Fan Profile: Facebook Usage

Methods of accessing Facebook:

- Spirited Virginia fans use Facebook at home and on the go:** 70% of fans used both desktop and mobile devices to access Facebook, which is 79% higher than the U.S. average
- We should ensure all social content is optimized for the mobile feed:** Mobile devices – especially iphones – are the most commonly used methods of access

How do they Facebook?

- Spirited Virginia fans are more enthusiastic users than the norm:** They are more likely to comment, like, share, and even click on ads



Spirited Virginia Fan Profile: Audience Overlap

Top options for Facebook content inspiration and partnerships:

- **Virginia is for Lovers:** 1.3K of Spirited Virginia's fans like this page, which has 870,000 fans
- **Tasty:** Nearly 1,000 of Spirited Virginia's fans like this page, which has 87.5 million fans
- **Buffalo Trace Bourbon:** Almost 700 of Spirited Virginia's fans like this page, which has 677,000 fans



Virginia is for
Lovers @VirginialisForLovers

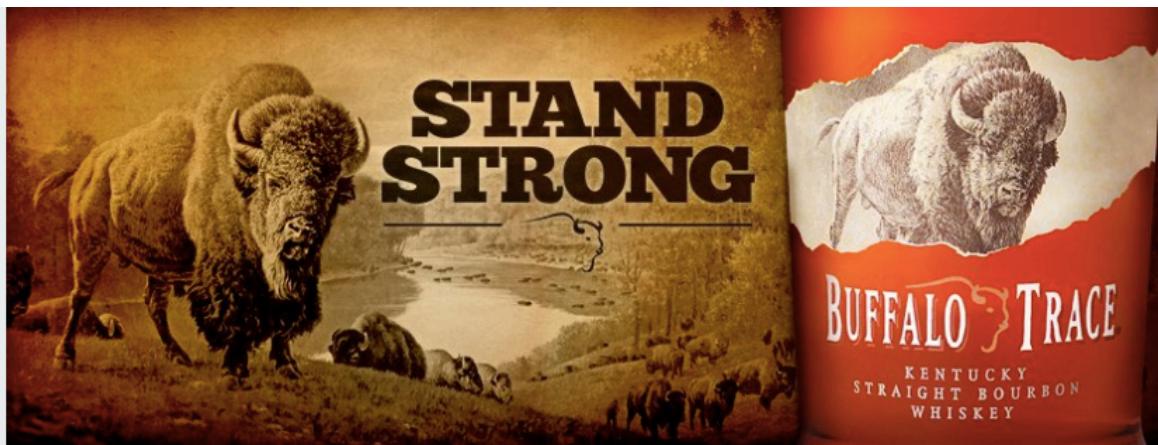
Home



A screenshot of the Tasty Facebook page. It features a profile picture with food items like a donut and fruit, and the word "TASTY". Below the profile picture, it says "Tasty @buzzfeedtasty". The page has navigation links for "Home", "About", and "Videos".

An advertisement for the Tasty Shop. It features a can of "SHARON'S AM WAKE-UP" coffee and two cookbooks titled "TASTY" and "TASTY JUNIOR COOKBOOK". The text "TASTY SHOP" is prominently displayed, along with "The one-stop Tasty Shop is now open!" and the website "TASTYSHOP.COM". There are also "Like", "Follow", "Share", and "Message" buttons.

A screenshot of the Buffalo Trace Bourbon Facebook page. It features a profile picture of a bison and the brand name "BUFFALO TRACE KENTUCKY STRAIGHT BOURBON". Below the profile picture, it says "Buffalo Trace Bourbon @buffalotracebourbon". The page has a "Home" link.



Spirited Virginia Fan Profile: Top Lifestyle Segments

Summit Estates

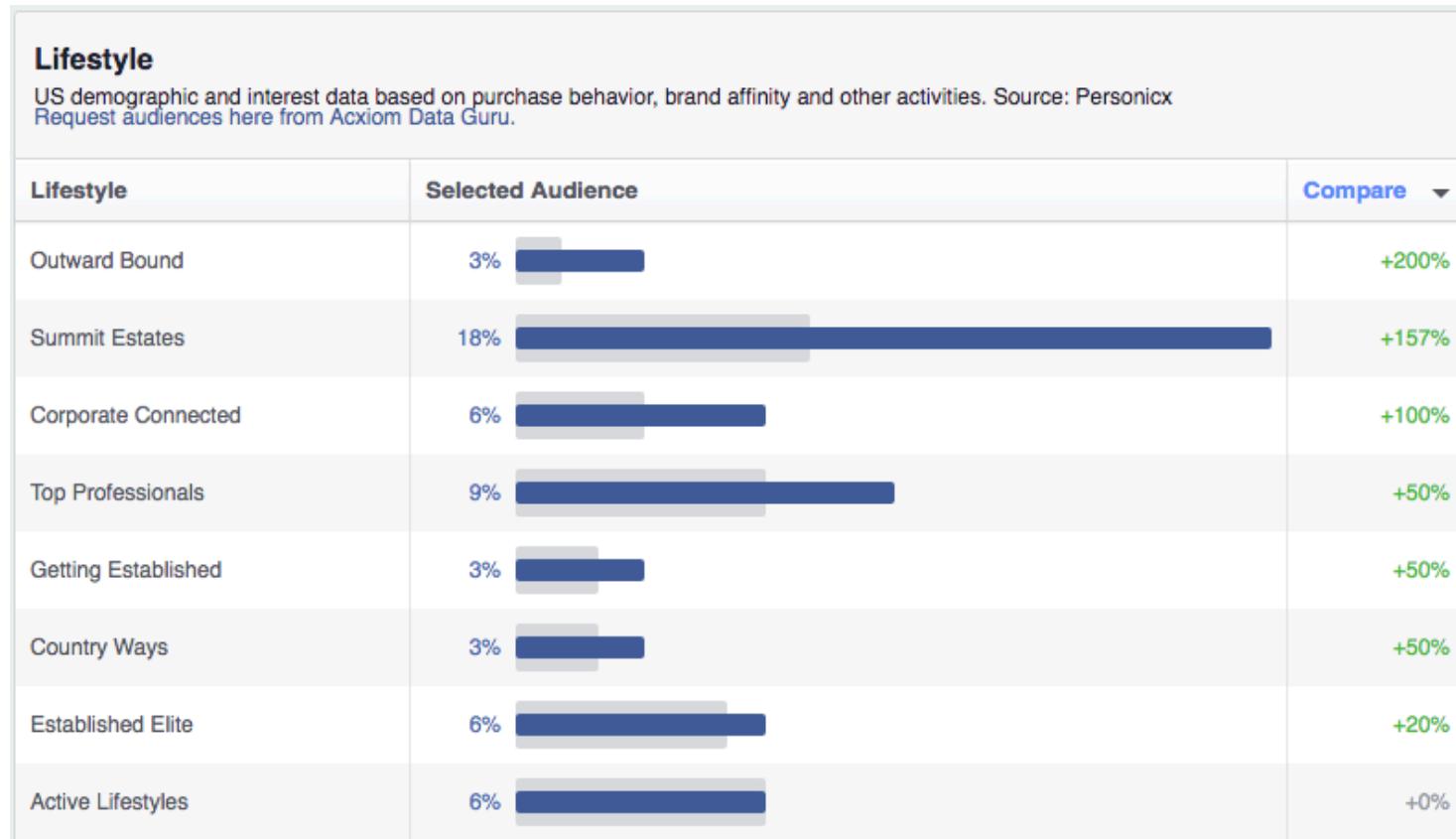
- These families are enjoying the good life: luxury travel, entertainment, and every kind of consumption are within easy reach

Top Professionals

- One of the best-educated clusters, these families shop at upscale stores, spend time feathering their nest, and adhere to regular fitness programs

Outward Bound

- People with middle-income, rural households, most without children, but a few with some toddlers, preschool and grade school children. Home ownership dominates this cluster



Insights From Social Listening



Twitter

Viewing the Liquor Store as a Noteworthy Destination

Supplies to De-stress

- The liquor store is a place that customers look forward to visiting after a stressful day



Angie † @iLoveAngieM

Follow

A liquor store run is very much needed after work tomorrow 😊

9:55 PM - 20 Jun 2016



Kisha Price-Heath
@HonnyDipp

Follow

Worked 10hrs today. But not too tired for a liquor store run #mamalikesherwhiskey #fireball



Kayla Johnson
@Va_Hoodie757

Follow

The great thing about being an adult is you can drive straight to the liquor store after a work day from hell 🍇💣

4:41 PM - 16 Jun 2017

Viewing the Liquor Store as a Noteworthy Destination

The extra trip isn't always a chore

- An errand that some anticipate with excitement



Sarah @trickaynickayy

Follow

Gonna spend all day at work just thinking about what I'm gonna buy at the liquor store later

8:09 AM - 11 Jul 2017 from [Winchester, VA](#)



hellsbailz
@b_michhh13

Follow

Pizza and liquor store run

12:51 PM - 24 Dec 2016 from [Altavista, VA](#)



MING LEE.
@dgaf_Deja

Follow

Liquor store run

4:16 PM - 2 Sep 2016 from [Norfolk, VA](#)

Viewing the Liquor Store as a Noteworthy Destination

Keeping followers in the know

- When they are going or have gone to make a purchase
- What they are going to look for or planning on purchasing



David Holbrook
@dahponyboy

Follow

Replying to @TheNickAdams

I better run to the liquor store to restock.

9:13 PM - 26 Sep 2016



Steve
@stmunday

Follow

set for a Sat morning liquor store run to @CalvertWoodley to check out their whisky collection

12:34 AM - 11 Mar 2017



S
@princessaronii

Follow

First stop before going home will be the liquor store.

2:33 PM - 6 May 2017

Making Plans with Friends

Discussions about:

- What to do
- Where to go
- What will be consumed

Nik ❤️ @NiikNiikk · 25 Nov 2016
Tequila, beer, and four lokos tonight. Yuuppp sounds good to me. 🍹🍺

Megan Elizabeth 🌻 @rumegan15 · 25 Nov 2016
that's the plan for me too girl! 😂😂

Nik ❤️ @NiikNiikk · 25 Nov 2016
you gonna be in buckingham??

Megan Elizabeth 🌻 @rumegan15 · 25 Nov 2016
I live in Buckingham now! Where are you partying at tonight?

Nik ❤️ @NiikNiikk · 25 Nov 2016
honestly, I have no idea yet. Jen and I are going to the liquor store after I get ready and then gonna see what's going on

Megan Elizabeth 🌻 @rumegan15 · 25 Nov 2016
okay! I heard something about the shack but idk how accurate that is. lol I'm in need a of a drinking night.

Nik ❤️ @NiikNiikk · 25 Nov 2016
let me know! And I drank last night but I'm always in need of a drinking night 😂

Megan Elizabeth 🌻 @rumegan15 · 25 Nov 2016
I'll let you know! And I'm always in need of one too 😂 if you hear of anything, let me know!

Nik ❤️
@NiikNiikk

Follow

Replies to @rumegan15

I sure will!

3:24 PM - 25 Nov 2016

Crowdsourcing Information

Ideas of what to purchase

- Asking for specific brands and/or types of liquor to try or purchase
- Giving and receiving recommendations based upon what consumers know they enjoy



The Commish
@RKnapp10991

Follow

@CarmenDeFalco what is a good readily available Bourbon I won't have trouble finding at a liquor store?



Fame
@Fame_Effect

Follow

Bout To Walk To The Liquor Store, What Should I Get? 🤔

7:18 PM - 1 Jul 2016



The Notorious BORG
@Borgrar

Follow

what should I get from the liquor store? Want to try something different so not whiskey.

7:23 PM - 17 Jun 2017

Crowdsourcing Information

When to go shopping

- Verification for making a purchase at a certain time

The image shows three separate Twitter posts from different users, each asking about whether they should buy liquor before a specific event or if they should wait until the next day. The posts are displayed against a blue background.

Kieran Clark (@KClarkSC2)
30 min until liquor store closes...should I buy some more rum
8:31 PM - 3 Mar 2017

4ft10inchTHUG (@boujeeNdDreaded)
I think I should go to the liquor store or should I wait till tomorrow 🤔
1:31 PM - 5 Jan 2017

SportsPunx (@SportsPunx)
Should I go to the liquor store before this @BandofNOTHING gig tonight?
4:23 PM - 6 Jun 2017

Consumers Broadening Their Horizons of Spirit Consumption

Chatter within these posts include:

- Trying different spirits
- Trying new cocktails
- Trying other recipes

In general, the posts are of positive experiences when venturing beyond the users' usual spirit choices.

Source: Sysomos

27.5K Twitter Results

Timeframe: the past 12 months

Keywords/Phrases Include: trying new, new cocktail, first time having, +spirit types



Sarah Boyle
@speakboylese

Follow

I ordered a white linen from the bar here. Never had one before. May now be my favorite cocktail.

8:04 PM - 13 Jul 2016



Schuyler Crenshaw ❤
@JdmPrncss

Follow

Shout out to the nice lady who bought me a vodka sunrise at the tavern bc I've never had one 😊👌

5:02 PM - 17 Jul 2016



Moitseanape
@thereal_kmosh

Follow

Trying something new today
Pink Gin & Tonic

@MusgraveGin & @fitchnleedes061

The Virginia ABC Store Experience

Inconvenience

- Stores not offering the supplementary items consumers would need to complete a cocktail (i.e. limes, tonic, soda, etc.)
- Closing before consumers are able to get to the store



sarah kathleen

@ofregalmeans

Follow

VA liquor laws are the worst-I can literally walk downstairs& buy gin. But need to walk 1/2mile to get tonic&limes bc ABC store doesn't sell

5:38 PM - 23 Jun 2017



Tyler

@RuthlessFulghum

Follow

The liquor store by my place closes at 9. What kinda BS is that??

9:01 PM - 11 Feb 2017 from Mount Vernon, VA



Anthony Joseph

@anthonyjlang

Follow

Virginia has the worse liquor store hours

8:55 PM - 3 Jul 2017



Instagram

Getting Creative with Cocktails

Appreciation for the art

- Cocktails are more special than a bottle of beer or a glass of wine, the attention to detail is displayed and shown off
- Noting specific garnishes and ingredients is popular



119 likes 3 comments

That ice cube though.....🔥🔥🔥#cocktail #cocktails #cocktailporn #obsessed#itsfiveoclocksomewhere #bartender #mixology #happyhour #happyhournyc #happyhourtime #girlsjustwannahavefun #girlsnight #tequila #smoked

5 DAYS AGO



267 views 18 comments

This Fire Roasted Jalapeño Margarita is 🔥🔥🔥. Shoutout to Master Mixologist Matt for putting this cocktail together! 🙌😊😉 #Margarita #DonJulio #Tequila #HappyHour #CraftCocktails #Reposado #CraftTequila #Lime #Jalapeño #FireRoasted #Delicious #Cocktail #DiageoRep #Clearwater #Marina #Mixology #ClearwaterBeach #Mixologist #Greatness #MixItUp #Spicy

FEBRUARY 8



Getting Creative with Cocktails

Handcrafted at Home

- At-home mixology is very popular – consumers proudly post their experiments
- Sharing recipes and tips



38 likes 4 comments

NORTHERN MINT JULEP // New England Julep, made in California with a brief layover in Chicago. I've been looking for a good drink to try out @tamworth_distilling wonderful Black Trumpet Blueberry Cordial, and this one is a winner. A bit of simple syrup along with the BTBC keeps it sweet, but @fewspirits Bourbon (my current favorite, off the shelf Bourbon) 3 grain distilling process and oak barrel aging is just complex enough to even things out in a completely untraditional way. // 2 oz Few Bourbon 1 oz Black Trumpet Blueberry Cordial (@artintheage x @tamworth_distilling) .5 oz fresh lemon



24 likes 1 comment

I think tequila is my favorite spirit to pair with Campari, so instead of a Jungle Bird let's try a Desert Bird. Maybe it should be Roadrunner instead? Or Cactus Wren? 1 1/2 oz tequila 3/4 oz Campari 1/2 oz lime juice 1/2 oz simple syrup 1 oz pineapple juice I cut down the pineapple for it which is nice. I'm not sure it's 100% dialed in, but it's a good start. #cocktail #cocktailrecipe #tequila #tiki #tikiallthetime

14 HOURS AGO



Showcasing Their Taste

Sharing their experiences

- Homemade libations
- Restaurant or bar cocktails
- Specific locations or settings



33 likes 1 comment

My favorite summer cocktail 🍹 #aperolspritz #summer
#spritz #happyhour #summerinthecity #nyc #newyork
@aperolspritzofficial @aperolusa



36 likes 0 comments

Hawaii is my dad's favorite vacation spot so I was
inspired to make a cocktail with pineapple 🍍🍍 "Tough
Piñas" was on the menu for Father's Day. I hope all the
dads out there enjoyed their day! Cheers! 🍻🍍
#ToughPiñas #homebartender #bartenderswag
#fathersdayspecial #cocktailoftheday #latergram
#its5oclocksomewhere 🍍🍍🍍🍍 #craftathome
#homemenu #rum #gin #piña #pineapple #mint

Consumers Are Not Afraid to Mix Up Their Routine and Experiment

Posts of experimentation include:

- Buying new spirits and brands
- Trying new mixers
- Adding new garnishes

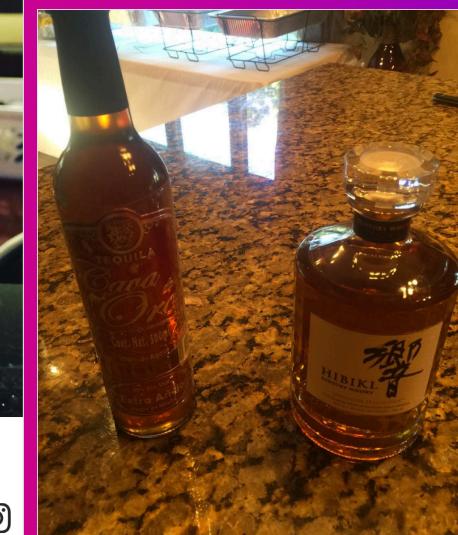
As is the case of posts surrounding mixology on this platform, many of these posts are taken at home.

Source: Sysomos

4.2K Instagram Results

Timeframe: the past 12 months

Keywords/Phrases Include: trying new, new cocktail, first time having, +spirit types





Facebook

**Social listening
on Facebook is
limited to Virginia
ABC properties.**

Very Little Engagement

The most engagement is on announcements of lotteries and limited availability

- The majority of comments are questions or complaints about the system or item being offered

Spirited Virginia
January 10 · 54 likes

Virginia ABC will distribute its limited inventories of Elijah Craig 23-Year Bourbon (\$200.69) and Elijah Craig 18-Year Bourbon (\$129.99) via lottery opening at 9 a.m. on Wednesday, January 11 and running through Friday, January 13 at 9 a.m. You can enter once for each product, or you can just choose which lottery you want to enter (one or the other). Entering for both products doesn't change your chance of being picked.
<https://www.abc.virginia.gov/products/limited-availability>



Like Comment Share
54 Top Comments

Brian Noel I suppose this means that orders placed early last year will not be filled?
Like · Reply · 1 · January 10 at 5:10pm · Edited
View previous replies

Spirited Virginia Last year, Virginia ABC suspended store-maintained waiting lists for its limited availability products. We were asked by many customers to establish new methods of distribution that allowed the maximum number of Virginians an opportunity to purchase v... See More
Like · Reply · 2 · January 12 at 9:43am
View more replies

Jano Silva Does that mean you're treating both lotteries as one pool to pick winners from for both products?
Like · Reply · 1 · January 10 at 5:20pm
Spirited Virginia Per our lottery terms and conditions, entrants can enter for one or both products. Separate drawings will be done for each.
Like · Reply · January 11 at 9:16am

View 17 more comments

Jordan White So, at what point do you guys get so tired of us telling you how bad you are at this to actually fix the infrastructure of your website?
Like · Reply · April 9 at 12:36pm

Josh Black The website took an hour for any successful sale to go through. The email did not provide the clarification you highlight above, so we have to check multiple sources to get a fraction of the story? I heard employees were deleting emails, orders, etc. the day of the release. How is this acceptable, yet the state has 100% control of liquor with 0% accountability or reliability!
Robert J. Smith III
Like · Reply · April 10 at 4:32pm

Robert J. Smith III ABC, this has been happening for a few years. Bandwidth upgrade is a drop in the bucket as a budgetary line item. Since you are a taxpayer-funded entity, how can this mishap translate to a good customer service experience? Do I get an early entry on a future limited item?
Like · Reply · 1 · April 10 at 4:47pm

Virginia Department of Alcoholic Beverage Control
May 10 · 13 likes

With all of the excitement around 10 bottles of Kentucky-bred Old Rip Van Winkle 25 Year Bourbon, we thought it might be a good time to remind Virginians that there are plenty of home-grown whiskeys you might want to try. #MadeinVirginia <https://www.drinkhacker.com/.../review-whiskeys-of-reservoir.../>



Review: Whiskeys of Reservoir Distillery – Bourbon, Rye, Wheat Whiskey, and Gray Ghost
When deciding how to formulate their mashbills, Reservoir Distillery took one of the more unique approaches among craft whiskey-makers. They decided to not use...
DRINKHACKER.COM

Like Comment Share
13 Chronological

2 shares

Vic Tor ... Release the Elmer T. Lee.
Like · Reply · May 10 at 11:44am
View 4 more replies

Virginia Department of Alcoholic Beverage Control If it's Elmer T. Lee you are asking about, we have not received it yet and don't yet have plans, lottery or not, for its release.
Like · Reply · 1 · May 10 at 2:58pm

Travis Gellen Did the labeling get fixed?
Like · Reply · May 10 at 12:32pm
View 2 more replies

Virginia Department of Alcoholic Beverage Control The labeling issue was only minor and didn't affect price or quality and has been addressed.
Like · Reply · 1 · May 10 at 3:21pm

Mike Schmitt Too much \$\$\$
Like · Reply · May 11 at 12:36am

Key Consumer Decision Points

Anticipation



Sarah

@trickynickayy

Follow

Gonna spend all day at work just thinking about what I'm gonna buy at the liquor store later

8:09 AM - 11 Jul 2017 from Winchester, VA

Preparation



David Holbrook

@dahponyboy

Follow

Replies to @TheNickAdams

I better run to the liquor store to restock.

9:13 PM - 26 Sep 2016

Know what to purchase

Have an idea but want to browse

Have no idea and need assistance

Choosing Spirits



B. McLizzle

@ThatGuyMcLeod

Follow

Made the executive decision to buy some Hennessy today...

5:15 PM - 21 Jul 2016



The Commish

@RKnapp10991

Follow

@CarmenDeFalco what is a good readily available Bourbon I won't have trouble finding at a liquor store?

7:23 PM - 17 Jun 2017



The Notorious BORG

@Borgrr

Follow

what should I get from the liquor store? Want to try something different so not whiskey.

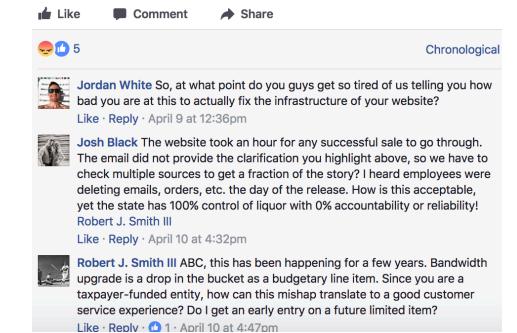
Purchase



Virginia Department of Alcoholic Beverage Control

April 9 ·

The full allotment of E.H. Taylor Small Batch Bourbon will be offered by lottery in the near future. As soon as it is determined, the date will be posted on this page and all subscribers to the Spirited Virginia e-newsletter will be notified. Orders for E.H. Taylor that went through got through the system after shut down of online ordering and will not be honored. These customers will be contacted to ensure that their accounts are properly credited.



Announcement



Nefertiti

@NeverBad77

Just hit the liquor store up.

7:00 PM - 22 Jun 2016



36 likes · 0 comments
Hawaii is my dad's favorite vacation spot so I was inspired to make a cocktail with pineapple. "Tough Piña" was on the menu for Father's Day. I hope all the dads out there enjoyed their day! Cheers! 🍷 🍹
#fathersday #hawaiian #coctail #homedrinking
#fathersdayspecial #cocktailoftheday #ltergram
#its5oclocksomewhere 🍷 🍹 🍹 🍹 #cratathome
#homemenu #rum #gin #piña #pineapple #mix

Overall Insights



Sarah 🌸

@trickaynickayy

Follow

v

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8:09 AM - 11 Jul 2017 from Winchester, VA



36 likes 0 comments

Hawaii is my dad's favorite vacation spot so I was inspired to make a cocktail with pineapple. #ToughPilas was on the menu for Father's Day. I hope dads out there enjoyed their day! Cheers!

38 likes 4 comments

#ToughPilas #homebartender #bartenderswag #fathersdayspecial #cocktailoftheday #latergram NORTHERN MINT JULEP // New England Julep, made in California with a brief layover in Chicago. I've been looking for a good drink to try out @tamworth_distilling wonderful Black Trumpet Blueberry Cordial, and this one is a winner. A bit of simple syrup along with the BTBC keeps it sweet, but @fewspirits Bourbon (my current favorite, off the shelf Bourbon) 3 grain distilling process and oak barrel aging is just complex enough to even things out in a completely untraditional way. // 2 oz Few Bourbon 1 oz Black Trumpet Blueberry Cordial (@artintheage x @tamworth_distilling) .5 oz fresh lemon

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Like Comment Share Chronological

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Anticipation and preparation are key points in the consumer decision for spirits

- Consuming alcohol after long work days and stressful events is highlighted as a popular case

Personal storytelling is the reason behind posting

- Consumers not only enjoy documenting their nights out, they also enjoy seeing/hearing about others' too

Recipes resonate with consumers

- Consumers are inspired to try new liquors/cocktails when they are given direction, and are excited to try new products
- Consumers are proud of being "at-home" mixologists and put in the time to pose and post their creations

Current level of conversation about Virginia ABC specifically

- Conversations that do exist are typically questions or complaints

Appendix

Top 3 Selling Spirits in Virginia

Jack Daniel's



Hennessy VS



Jim Beam



Jack Daniel's

Rowdy and Rambunctious

Post Topics:

- Local bar scene
- Consumption amounts
- Mixing with other beverages



•Alexandria

@alexsteepe

Follow

Tomorrow is Friday and that means \$3 Jack Daniels at my favorite bar LETTTTTTS GOOOOO



Tripp Agnor

@Im_Trippinn

Follow

My empty Jack Daniel's bottle collection is gonna impressive by the end of the year 😂



Prince Cat-Eyez

@PrinceCatEyez

Follow

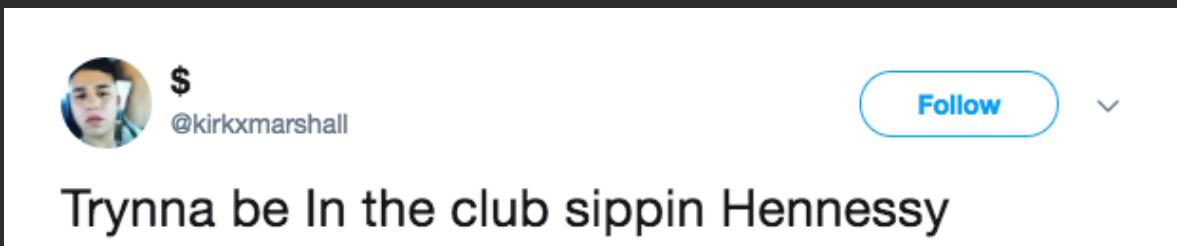
Ever mix Jack Daniel's with apple juice? OMG the mixture is real. #cocktails

Hennessy

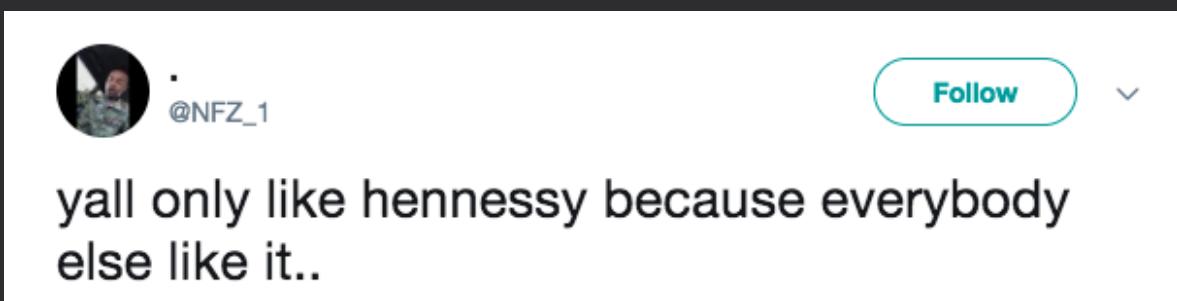
Night Life Professionals

Post Topics:

- Nightclubs and parties
- Debate on whether it actually tastes good or is consumed for the outward appearance
- Pairing with chicken wings



A screenshot of a Twitter post. The profile picture is a man's face, the handle is @kirkxmarshall, and there is a dollar sign icon above the name. A blue "Follow" button is in the top right. The tweet text is "Trynna be In the club sippin Hennessy".



A screenshot of a Twitter post. The profile picture is a man's face, the handle is @NFZ_1, and there is a small dot icon above the name. A blue "Follow" button is in the top right. The tweet text is "yall only like hennessy because everybody else like it..".



A screenshot of a Twitter post. The profile picture is a person's face, the handle is @briiittttttt, and there is a purple heart icon above the name. A red "Follow" button is in the top right. The tweet text is "Hennessy & Hot Wings".

Laid Back & Satisfied

Laid Back and Satisfied

Post Topics:

- Go-to whiskey
- Consuming with family and friends
- Proud American



B Pace
@Pace_Dub4

Follow

Good ole Jim Beam 🍷

10:16 PM - 8 Jul 2017



Kim 🍷
@Kimquat79

Follow

Jim beam w my dad is the best



Xander Decre
@XDecre

Follow

Nothing more American than Jack Daniel's and Jim Beam

5:33 PM - 4 Jul 2017