Effectiveness of the drivers
All respondents

Attribute		Type
Tastes of herbs		LIN
Tastes pleasant		LIN
Savory taste		ATT
Not bitter		BAS
Not musty		BAS
Mild		ATT
Powerful		BAS
High proof		LIN
No strong aftertaste		LIN
Wholesome		LIN
Easy on the stomach		LIN
Stimulating		BAS
Fresh taste		BAS
Pleasant aroma		BAS
Not rough		ATT
Digestible		ATT

Legend: ■ Penalty ■ Reward