

# Mailroom Vodka - May - BC Tasting Results

Prepared for: ANDROS COMMUNICATIONS

Date: June 2, 2025



## Key Performance Indicators

Total Tastings

**4**

↑ +12.5%

Total Sampled

**434.01**

↑ +12.5%

Total Sold

**26**

↑ +12.5%

Avg Sampled

**108.502**

↓ -3.2%

Avg Sold

**6.5**

↓ -3.2%

Conversion Rate

**6%**

↑ +1.8%

## Consumer Feedback

I usually stay away from vodka, but this one has nice floral notes which I like.

This would be great in Caesars and Cosmos!

I can definitely see great martinis being made using this with a nice lemon twist.

This one is so smooth to drink; I can definitely drink this chilled or on the rocks.

Tasty spirit! I like the floral spicy notes; its very delicious. This is so different from other Canadian brands; I love the bottle!

Very smooth, it goes down easy, even without the mix.

That smoothness and clean finish was surprisingly enjoyable to sip neat. It has great flavour that compares to high-end brands at a more affordable price than my regular brand.

## Photo Gallery



## Detailed Results

| #      | Store                       | Date         | Time  | City            | SKU A                         | Sold A | SKU B | Sold B | SKU C | Sold C | SKU D | Sold D | Sampled | Total Sold | Conv. % |
|--------|-----------------------------|--------------|-------|-----------------|-------------------------------|--------|-------|--------|-------|--------|-------|--------|---------|------------|---------|
| 199496 | BCLS #107 WESTVIEW          | May 2, 2025  | 3-7PM | North Vancouver | 368239-Mailroom Premium Vodka | 5      | -     | 0      | -     | 0      | -     | 0      | 117.01  | 5          | 4%      |
| 199497 | BCLS #107 WESTVIEW          | May 3, 2025  | 2-6PM | North Vancouver | 368239-Mailroom Premium Vodka | 12     | -     | 0      | -     | 0      | -     | 0      | 156     | 12         | 8%      |
| 199498 | BC Liquor #177 8th & CAMBIE | May 23, 2025 | 3-7pm | Vancouver       | 368239-Mailroom Premium Vodka | 6      | -     | 0      | -     | 0      | -     | 0      | 68      | 6          | 9%      |
| 199499 | BC Liquor #177 8th & CAMBIE | May 24, 2025 | 2-6PM | Vancouver       | 368239-Mailroom Premium Vodka | 3      | -     | 0      | -     | 0      | -     | 0      | 93      | 3          | 3%      |