



2024 Middle Tennessee Retail Store Sampling Top Ten Conversion Report

Highest converting stores for 2024 and their stories.



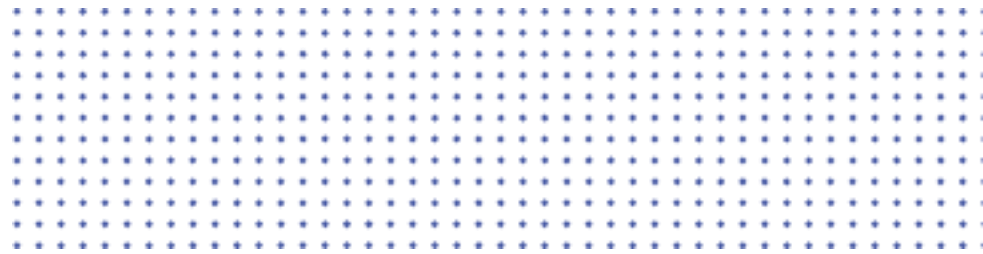


TABLE OF CONTENTS

| | |
|--------------------|---|
| Introduction | 3 |
| Method | 4 |
| Discussion | 5 |
| Results | 6 |

INTRODUCTION



When spirits, wine, and beer brands enter markets, often, they seek to support sales efforts with the scheduling of product demos, samplings, or tastings. Sometimes, these events are also called activations. Liquid to Lips Marketing is a division of Shared Spirits, Inc. and has conducted thousands of samplings over the course of the last four years. Suppliers served include Moet, Constellation, Heaven Hill, Pernod Ricard, and a host of others.

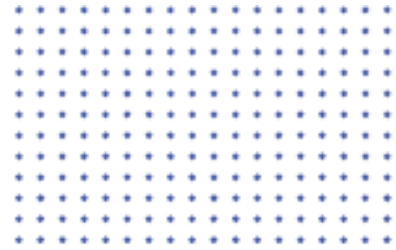
Our Key Technology Partner

Liquid to Lips Marketing initially did what numerous agencies do. We delivered our sampling reports in an excel spreadsheet. It was cumbersome, difficult to manage, and extremely challenging to deliver aggregate results. As a result, our agency moved to the Tastings App sampling platform provided by Overproof. Our samplings now run almost entirely on the Tastings platform. We occasionally track with the Pinata app when it is necessary to do so. The source of the sampling request is what determines the use of one over the other. At this point, nearly 100% run on the Tastings app.



Typical Table Setup for Multi-sku High Volume Sampling

METHOD



Store Inclusion Requirements

This report is exclusive to Middle Tennessee. While we serve multiple states, the focus of this report is to highlight high converting stores in the Middle Tennessee market. We conducted samplings in sufficient numbers, leading to high confidence in conversion rates. The primary requirement for the inclusion of stores into the top ten list was a minimum of **10** activations over the course of the year. Our focus was to eliminate outliers where a low activation number influenced the conversion rates in an overly positive way.

Geographic Restrictions

We limited the report to Middle Tennessee stores. The geographic area ended up including Smyrna, TN, Hendersonville, TN, Gallatin, TN, Spring Hill, TN, Brentwood TN, Mt. Juliet TN, and Nashville, TN.

There were high converting stores throughout Middle TN, however, our desired 10 samplings as a minimum eliminated some markets.

What is Included in the Visible Graphics and What is Not

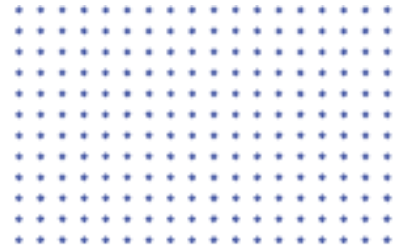
Included

- The number of activations per store in the last 12 months
- Total people on site
- Total people engaged
- Total people sampled
- Sample rate
- Number of buyers
- Conversion rate
- Gender breakdown
- Consumer feedback
- Estimated age of buyers

Not Included

- Consumer contact info (Stand by for news coming from LTL Marketing on this metric)
- Sku level sales visibility. This is offered on the reports from each sampling but not included in this paper
- Category information from the samplings
- Products being sampled. The purpose of this paper is to share high level data and takeaways from the top ten converting stores.
- Talent specific metrics
- Weather-related metrics
- Much more that comes with each individual report

DISCUSSION



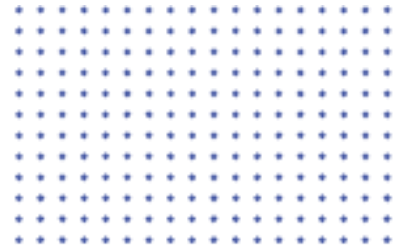
When reviewing and analyzing reporting for any supplier or brand's retail sampling program, it was clear, the most important metric was the conversion of those sampled to buyers of the product. Over time, LTL has sampled everything from the \$14 bottle of bourbon to the \$129 bottle of bourbon sold at the same store. In similar ranges LTL has sampled a wide price range of tequilas, gins, vodkas, and wines. The standout category for 2024 was RTD's (Ready to Drink Canned Cocktails) with prices ranging from \$10.99 a four pack to \$19.99 a four pack. There were occasionally .750 ml RTD's sampled as well.

We sought to understand the difference between store conversion rates at this high level. When one takes away the category and product variables by analyzing enough activations, one may begin to then assess the other variables in play. Those may include store locations, store support, Brand Ambassador metrics, and other issues.

Consistent Brand Ambassador representation at the same store for a variety of brands and categories was the single most important contributor to success.

The single most important factor in our findings? Brand Ambassador consistency. In the highest performing stores, we had Brand Ambassadors who worked at the store consistently over several samplings. The stores were convenient to their locations. The Brand Ambassadors became a fixture to the store staff. The customers began to recognize the Brand Ambassador and trust ensued. Brand Ambassadors became more familiar with the products being sampled and their confidence grew as well. Brands also played a significant role in this success. Certain brands doubled down on their support for the store and the activations were consistent. We would define this consistency as supporting an activation every three to six weeks through the year. In radio advertising, you can't see results without budgets that support "frequency and reach". The same is true of activation budgets in the alcohol beverage business. Store ownership and management served as significant partners as well. When the wrong Brand Ambassador was in place, we were notified. When a reschedule had to take place, it was accommodated. Stores become activation partners when successes occur. Distributors also play a role. We email all involved distributors in the Tennessee market due to sample bottle delivery nuances in the state. This allows their reps to monitor inventories and deliveries. Every factor contributes to success. The most important contributor to high conversion rates always goes back to consistent Brand Ambassador representation.

RESULTS

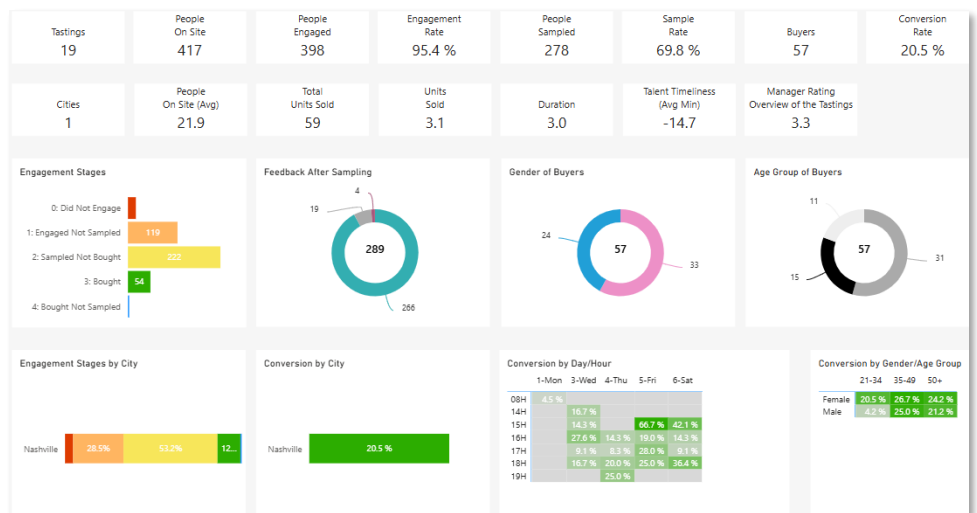


The following images detail the high-level conversion rates for Middle Tennessee's top ten stores.

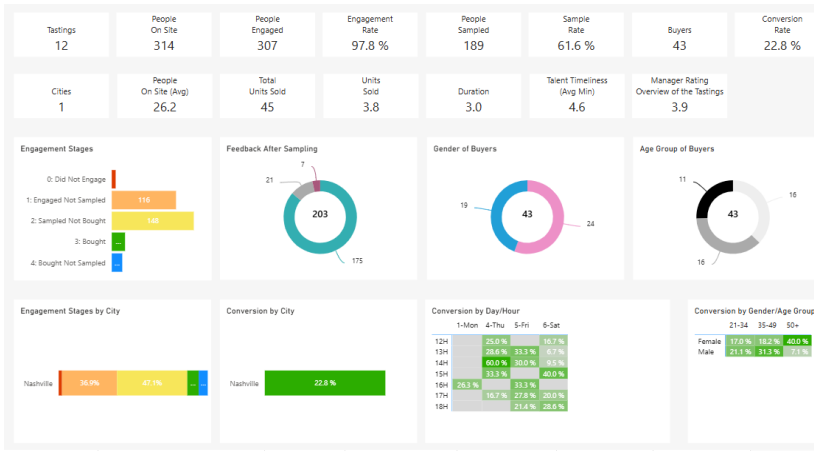
In Tenth Place – Junction Liquors in Smyrna TN at 19.8%



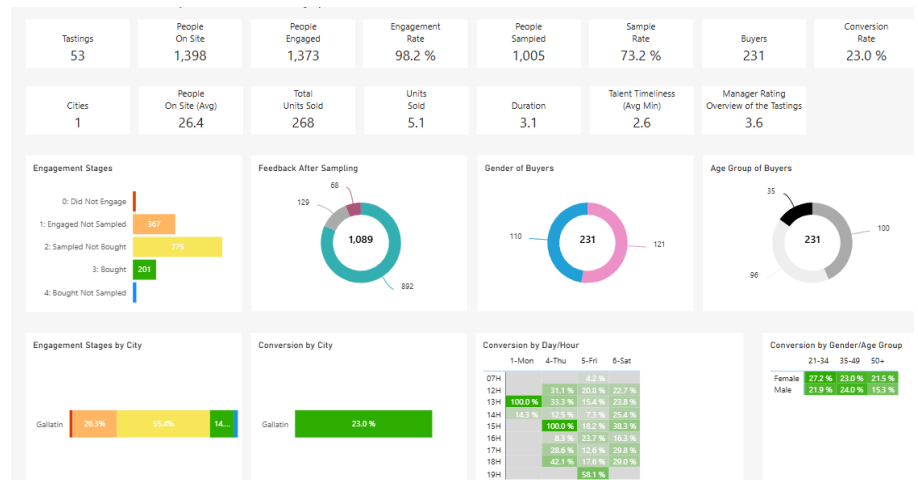
In Ninth Place – Green Hills Cork Dorks Nashville TN at 20.5%



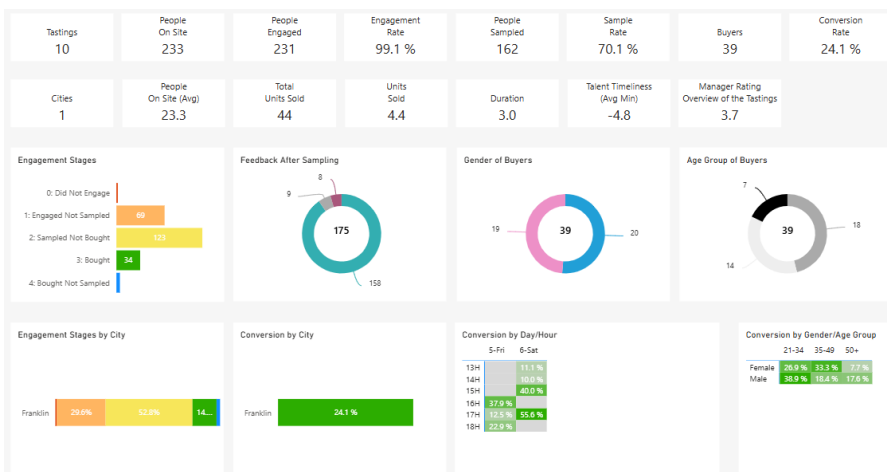
In Eighth Place – Mr. Whisker's Nashville TN at 22.8%



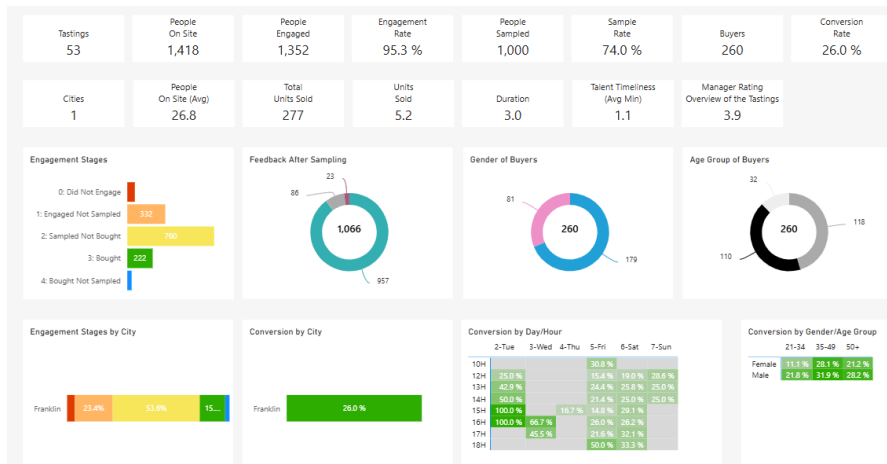
In Seventh Place – Red Carpet in Gallatin TN at 23%



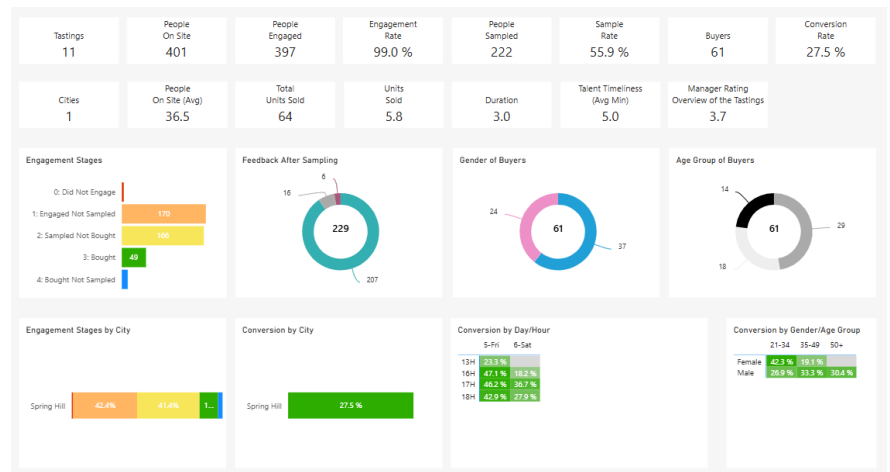
In Sixth Place – Westside Wine and Spirits in Franklin TN at 24.1%



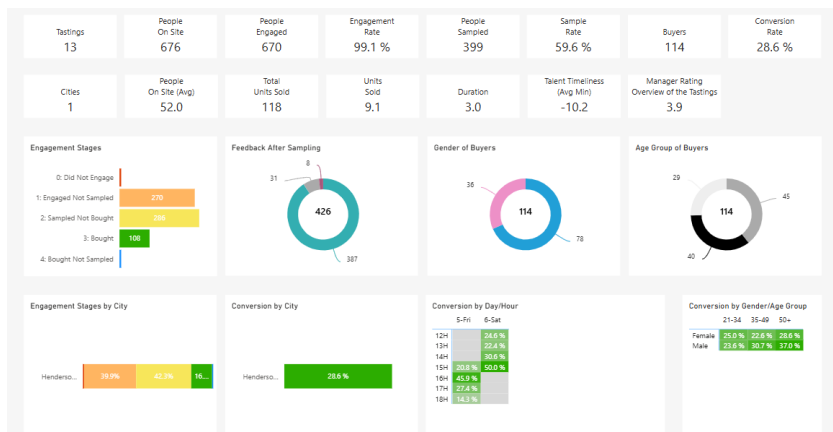
In Fifth Place – Cool Springs Wine and Spirits in Franklin TN at 26%



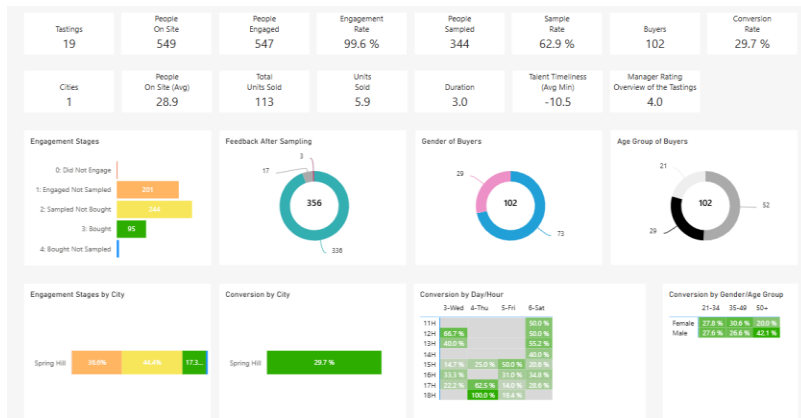
In Fourth Place – Joy Liquor and Wine in Spring Hill TN at 27.5%



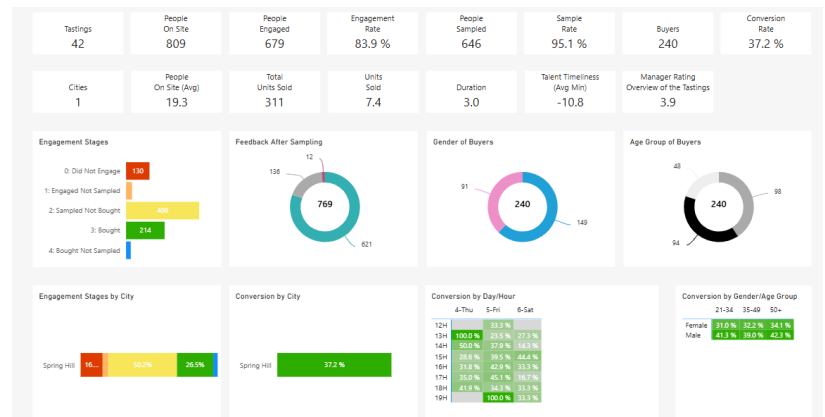
In Third Place – Pour Vous in Hendersonville TN at 28.6%



In Second Place – Elixir Spirits in Spring Hill TN at 29.7%



In First Place – Parkway Wine and Spirits in Spring Hill TN at 37.2%



We must thank our data partner, Overproof and the team led by Marc De Kuyper. Significant support came to us last year from their Client Success contact, Patricia Lacayo, their Chief Revenue Officer, Diana Arellano, Senior Sales Manager, Krista Schubert, and VP of Product, Oswaldo Otero. Most of all, thank you to our Brand Ambassadors. The professionals on our team are doing their best to represent LTL, the brands we demo, the stores we serve, and the distributors we support with the most professional work possible.

If this report leads to questions about serving your brand in Middle Tennessee or any other market, we are here to help. Please feel free to contact Sherman Mohr at sherman@sharedspirits.com or Justin Maestas at justin@sharedspirits.com and we will be honored to take your call. You may also visit us online at <https://liquidtolipsmarketing.com>.