

Super ***Liquor***

Spirits Conference 2023



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What you need to do...



WHO IS SUPER LIQUOR?

- 175 stores across the country (and 12 more to come with West Auckland)
- 28 years old...officially, unofficially over 35....
- Proven Franchise system and cooperative business model with Marketing, compliance and support for our stores
- Strong relationships with suppliers, we provide the avenue to range
- We sponsor The NZ Whisky Awards (The Drammys), the NZ Gin Awards (The Junipers)
- \$600M turnover
- Spirits account for 30% of sales



MARKETING SUPPORT



Super Liqueur

big night in
Don't drink for super night in with your pals. Cheers to that!

Super hot deals \$39.99
Super hot deals \$44.99
Super hot deals \$49.99
2 for \$79

3 for \$40
2 for \$19
2 for \$29
2 for \$24
2 for \$25
2 for \$70

Super Liqueur Cheers to that

Super Liqueur

Cheers to the good times
Book a Super Pub and spend some quality time with your friends and family. Cheers to that!

Super hot deals \$49.99
Super hot deals \$57.99
Super hot deals \$54.99
2 for \$79
Super hot deals \$69.99

top matched wines
2 for \$25
3 for \$34
3 for \$37
3 for \$39
4 for \$41

Super Liqueur Cheers to that

SUPER DEAL
Cheers to that

Super Liqueur

Superdeals
2 for \$99

JAMESON or TANQUERAY 1 Litre SAILOR JERRY SPICED RUM, THE DUBLINER IRISH WHISKEY LIQUEUR or CHIVAS REGAL 12YO 700ml

Super Liqueur Cheers to that

Super Liqueur

Super deals for sweet weekends

Super satisfying spirits
Super sassy wine & bubbles
Super easy RTD mixes
Super chilled beers
Super low and no choices
Super others

Super moments Cheers to that

Super Liqueur

Christmas, Super-sorted
Cheers to that

2 for \$79
Super hot deals \$54.99
Super hot deals \$49.99

2 for \$50
30 beers for \$50
2 for \$28
Super hot deals \$29.99
Super hot deals \$54.99

Super Liqueur Cheers to that

Cheers to that

SUPER LIQUOR BRAND STANDARDS....



Super Liquor

SPIRITS
NUMBERS



Cheers to that

SOME STATS

Total Value Spirits - MAT

+1.6%

Total Value Spirits - QTR

+1.8%



SOME STATS

Total Value Spirits - MAT



Total Volume Spirits - MAT



Total Value Spirits - QTR



Total Volume Spirits - QTR



CATEGORY NUMBERS – LAST MAT...12 months



CATEGORY NUMBERS – LAST MAT...12 months

Whisky



SPIRITS

+1.9%



CATEGORY NUMBERS – LAST MAT...12 months



Whisky



GIn



CATEGORY NUMBERS – LAST MAT...12 months



Whisky



Gln



Vodka



CATEGORY NUMBERS – LAST MAT...12 months



Whisky

+1.9%

Gln

-4.4%

Vodka

+2.7%

Bourbon

+1.5%



CATEGORY NUMBERS – LAST MAT...12 months



Whisky



Gln



Vodka



Bourbon



Rum



CATEGORY NUMBERS – LAST MAT...12 months



Whisky



GIn



Vodka



Bourbon



Rum



Liqueurs



CATEGORY NUMBERS – LAST MAT...12 months



Whisky

+1.9%

GIn

-4.4%

Vodka

+2.7%

Bourbon

+1.5%

Rum

-3.6%

Liqueurs

+4.7%

Tequila

+3.5%



CATEGORY NUMBERS – LAST MAT...12 months



Whisky

+1.9%

GIn

-4.4%

Vodka

+2.7%

Bourbon

+1.5%

Rum

-3.6%

Liqueurs

+4.7%

Tequila

+3.5%

Brandy

+2.1%



Some key facts....The good and the bad....



SPIRITS

- Gin has slowed down...flavours driving the decline across the market
- Gin is back -4.4% MAT, Dry Gin is -3.4%, Flavours -15.1%
- Whisky is growing at +1.9%, made up of blended +2.4%, Single Malts +0.7%
- American and Canadian Whisky, Canadian +11.7%, Bourbon +6.9%



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Gins In Nielsen



Total Value Spirits - QTR



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Gins In Nielsen



Total Value Spirits - QTR

Making up 85% Revenue



Total Volume Spirits - QTR



Super Liquor

RANGING



Cheers to that

RANGING – STARTS WITH DOING THE HARD YARDS



RANGING – THE ISSUES YOU FACE....



RANGING – NATIONAL DISTRIBUTION



- Support Office Relationship
- Presenting the brand for discussion



- Pricing
- Distributor or direct
- Support for stores
- Advertising cost
- Ranging rebates
- Stock on hand

IT TAKES TIME....

- Learn about the banner, stores, stores selling your product, testimonials from owners
- Do the HARD YARDS
- Have a distribution plan
- Have STOCK
- Put your best foot forward on the submission
- Understand pricing / know your deals
- Be prepared to fund activity
- ' THIS IS NOT A SPRINT....this is a marathon'



Super Liquor

THANK
YOU



Cheers to that