

Spirits Conference 2023



CONTENT

Who is Super Liquor

Spirits numbers

Category numbers

Super Liquor process for ranging

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























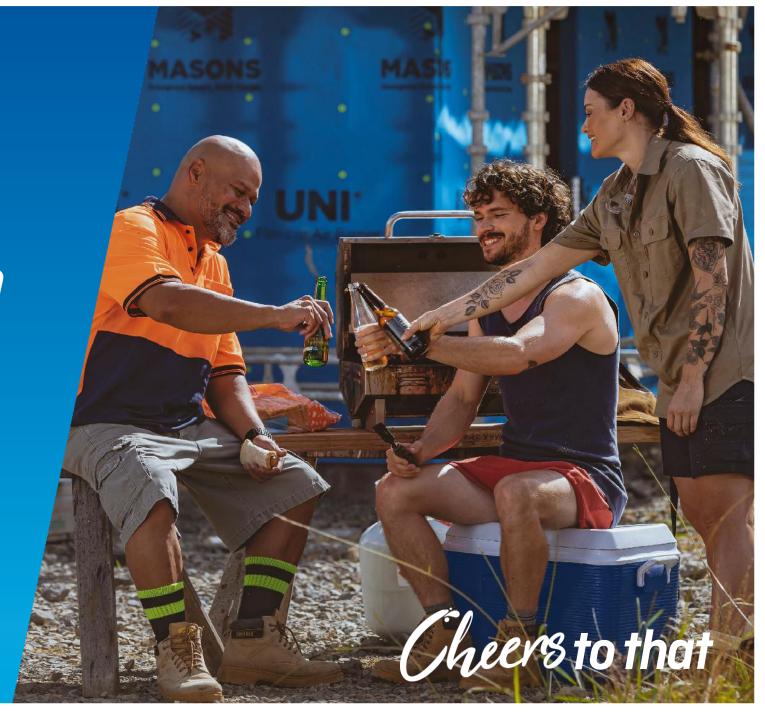
SUPER LIQUOR BRAND STANDARDS....







SPIRITS
NUMBERS



SOME STATS

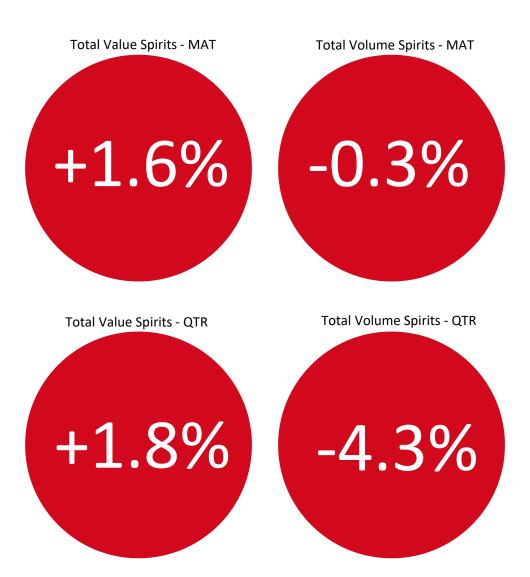




+1.8%



SOME STATS





CATEGORY NUMBERS – LAST MAT...12 months



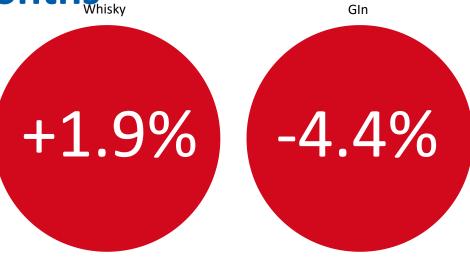
CATEGORY NUMBERS – LAST MAT...12 months Whisky





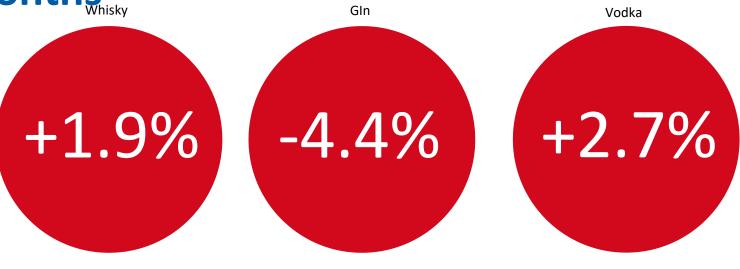
MAT...12 months Whisky





MAT...12 months Whisky

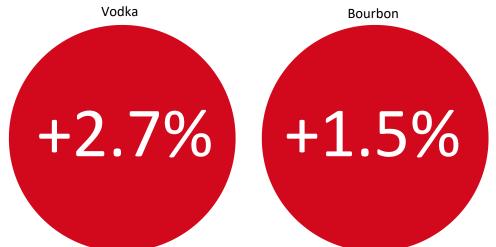




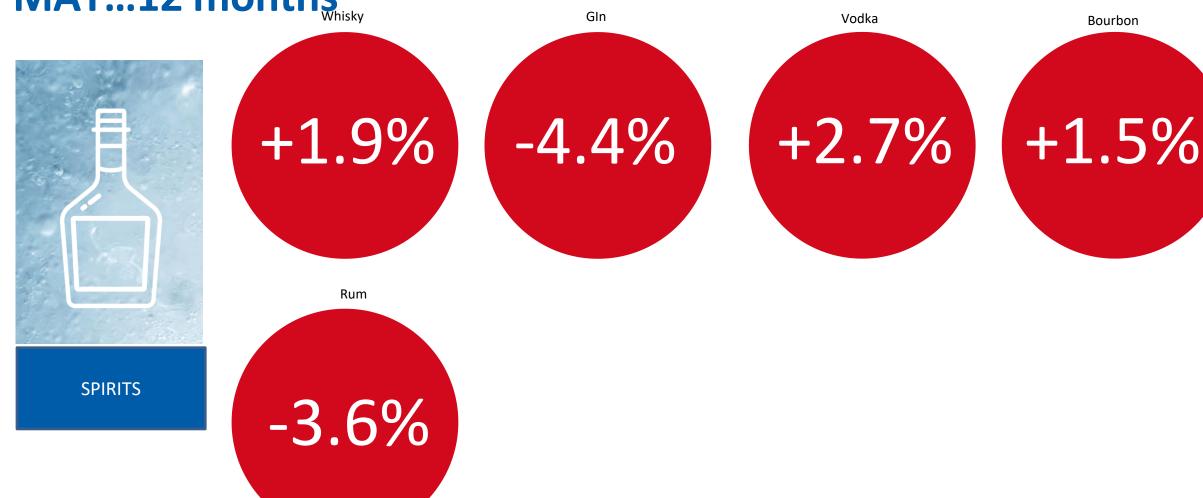
MAT...12 months Whisky



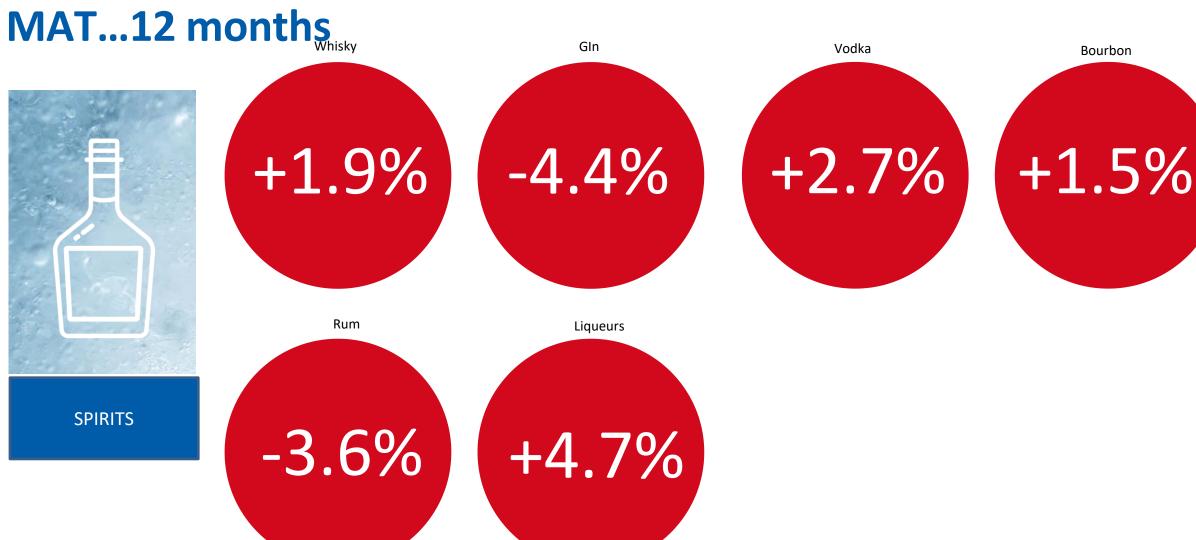
GIn



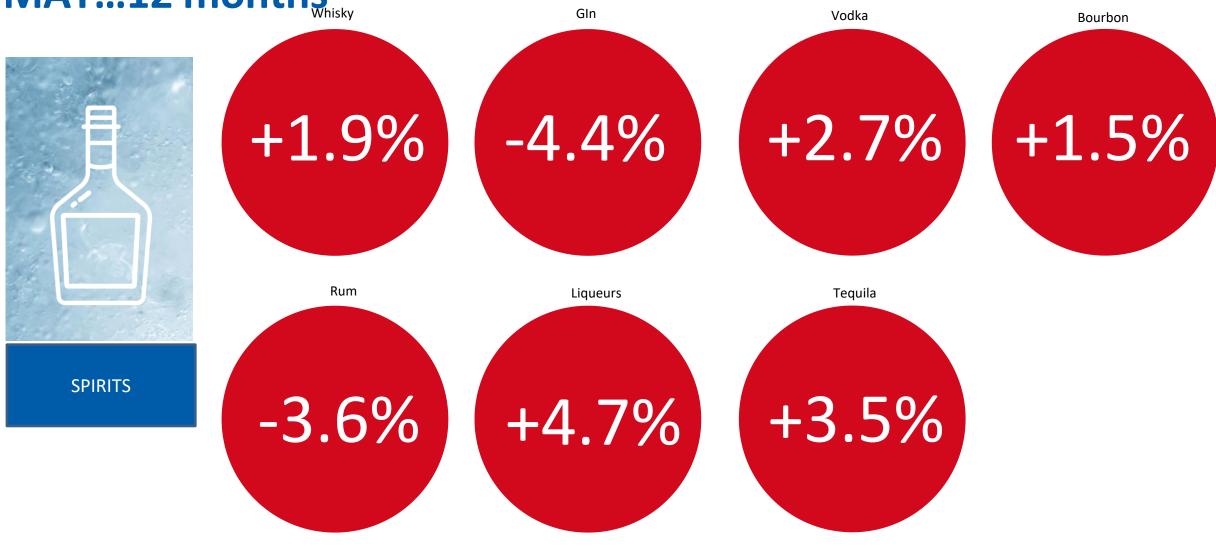
MAT...12 months Whisky



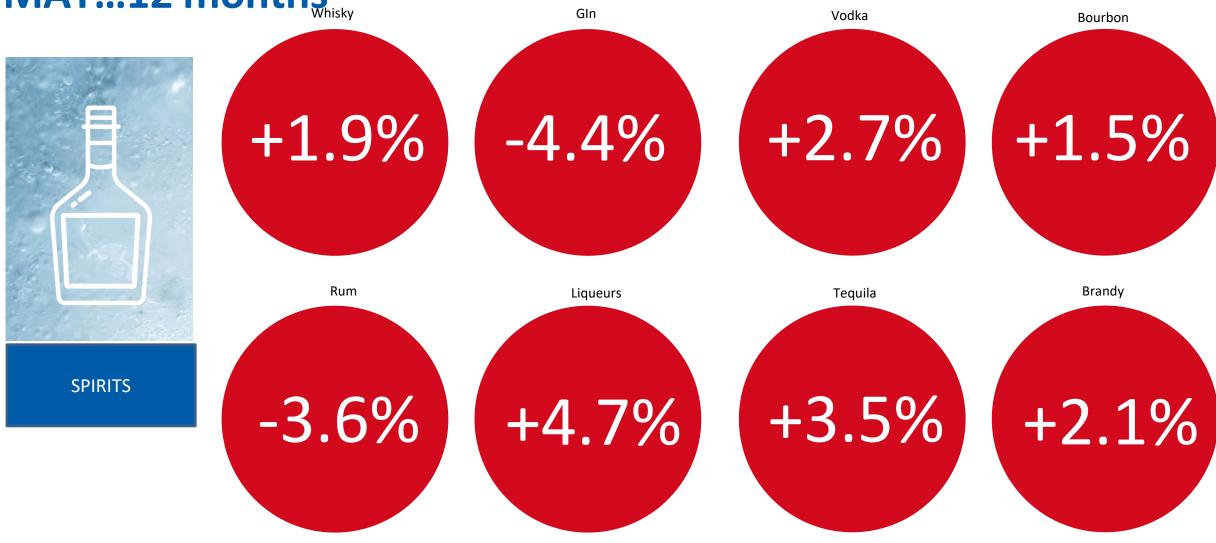
Bourbon



MAT...12 months Whisky



MAT...12 months Whisky



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



- 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%

SPIRITS

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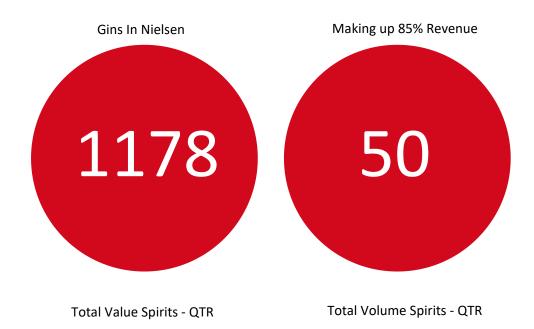
Total Value Spirits - QTR

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



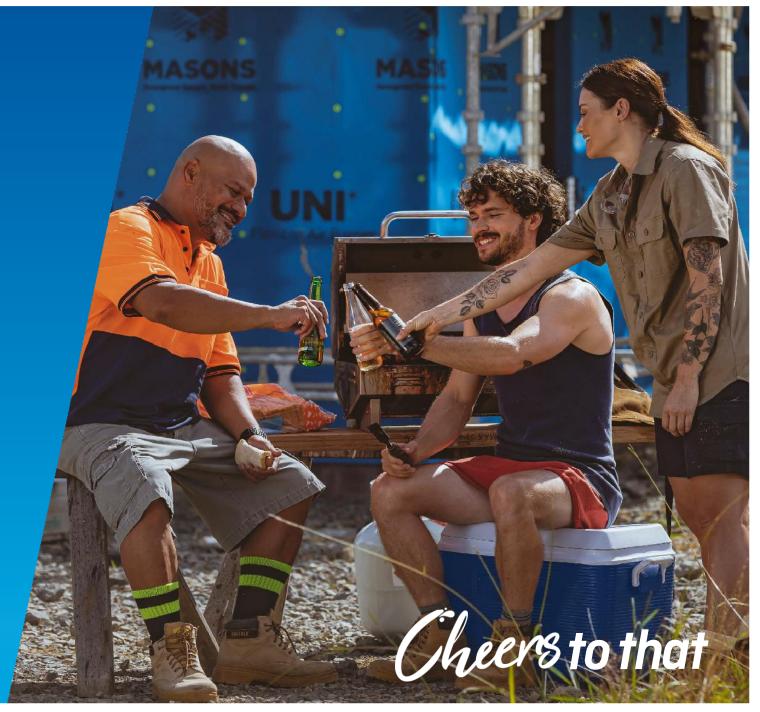


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RANGING



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'





THANK YOU

