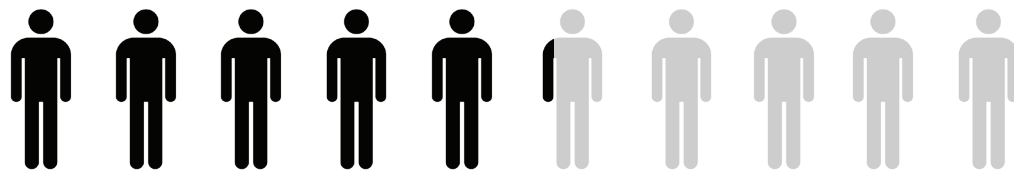


# Spotlight on Flavored Vodka



52%

of consumers surveyed **order a mixed drink with vodka away from home** at least once a month.

Base: 1,000 respondents ages 21+

## Leading Vodka Flavors



## Trending Fall Flavors in Vodka



## Flavored Vodka Volume, 2010-2012

000s of 9-liter cases

2010	2011	2012
14,075	17,350	19,415



**TECHNOMIC**

Food industry. Facts. Insights. Consulting.

[technomic.com](http://technomic.com)

Contact **Chris Urban** 312-506-3929