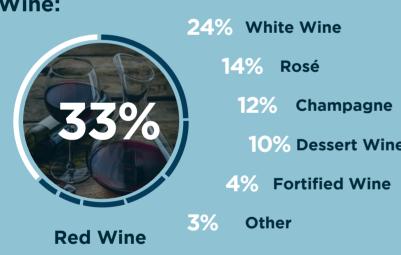
breaktime **SHOPPING PREFERENCES:** Where they shop for their alcoholic beverages: Walmart Store Liquoi Delivery Service Convenience Store 23% 1% Subscription-based Service **Target** CHEERS! Which factor is most important to them: We surveyed shoppers 35% to find out their drinking 20% **17%** habits - from what cocktails 14% they like to make to their 3% shopping preferences. 1% Check out the results! **Flavor** Cost Quality Trust in **Other ABV** the Brand Say their purchases aren't influenced by a particular factor **GIN-UINE FUN FACTS:** What they're buying to go along with their alcohol: Where they find their cocktail recipes: 29% Snacks 38% **Online** 12% Sodas/juices Friends/family **Cocktail mixes Tonic waters** Other **17%** 3% **Bar tools** 10% **Recipe books Bitters** 2% **Drink garnishes** How often they have a drink: 1% **Syrups** 8% **Every Day** Of shoppers don't buy anything else 13% A Couple Times A Week 9% Once a Week Their thoughts on gifting alcohol: 8% Only On The Weekends **33%** Think it makes a great gift 11% **Only During Holidays** 21% Socially Tend not to purchase alcohol 43% as gifts **30%** Of shoppers don't consume alcoholic beverages It depends on their mood for **24%** the year **WHAT'S IN THEIR GLASS:** Their drink of choice: Wine: 24% White Wine **14%** Rosé 12% Champagne 10% Dessert Wine



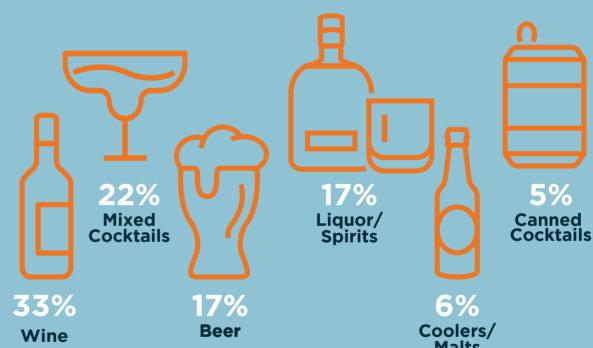
IPAs

Beer:



Liquor:





Their favorite cocktails to make at home:



Of shoppers don't make cocktails at home

ALCOHOLIC BEVERAGES WITH BREAKTIME:

Make sure your brand is top-of-mind when shoppers are buying alcoholic beverages for their special occasions. Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers while driving sales:

- Influence shoppers to switch up their drink choices by recommending personalized beverages using a personality quiz

• Educate shoppers on your brand's products through engaging, alcoholic beverage-themed trivia

- Inspire purchase with flavorful **recipes** showcasing unique drinks shoppers can mix up using your brand's products
- for their upcoming celebrations Encourage shoppers to share how they're incorporating your brand into their festivities with a social giveaway