

# CURION SCORE

Product Performance Measurement.



The RTD alcohol category is predicted to be worth \$21.1 billion in sales by 2027 - one of the fastest-growing sectors in the spirits industry, with a CAGR of almost 15% (Drinks Business).

## We Got Curious! Are The Best Selling RTD Vodka Seltzers Actually The Best Liked?

Designed with liquid testing and the RTD category in mind, and powered by a database of 1.5 billion datapoints, the **Curion Score™** measures product performance in the context of your full category to give you greater confidence and empowered decision making.

In this highly anticipated research project, we will leverage Curion Score™ to find the truth:

**Which is the best RTD Vodka drink on the market?**

### Here's what we know...

- > In 2023, **70%** of RTD consumers purchased hard seltzers, an **increase of 151% value growth** for the category.
- > Up to 25% of RTD drinkers are **willing to pay more for a spirit-based RTD** over a malt-based one.

## We're putting RTD Vodka Seltzers TO THE TEST!

We're running a study on Vodka-based RTDs to...

- Determine a link** between sensory perception & emotion.
- Determine the blinded, liquid performance** of key RTDs vs. the category.
- Discover opportunities and liabilities** of the liquids when branding is removed.

### YOUR NEW ACTION STANDARD



### Find out which product takes the crown:



## Interested to find out which RTD Vodka seltzer won?

Reach out to our Curion experts for a **full review**.



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How can your product score ABOVE the category average? Let's get in touch!