

FLAVORED WHISKEY

Bridging Product Experience, Consumer Sentiment, and Emotional Impact

Flavored spirits are booming—this Curion Intelligence Report spotlights apple whiskey, a top-selling variety.

This report reveals consumer preference, purchase, and loyalty drivers using a two-phase research design: a national survey and in-person, blind product testing with implicit emotional association analysis.

01 Driven by Discovery: Flavor/Quality/Occasion

Flavored whiskey is chosen for its novelty, taste variety, and word-of-mouth recommendations.

Insight: The top flavor attribute motivating buyers is "unique or interesting."



02 The Key To Winning Consumer Loyalty

Emotional Goals: to feel happy & relaxed.

Product Traits That Deliver:

a smooth, high-quality, satisfying, balanced and easy-to-drink experience.



03 Flavored Whiskey Is Not Top Of Mind

- The main barrier to more frequent flavored whiskey consumption is that **it's not top of mind** for consumers followed by price and preference for other spirits.
- Brands can boost product awareness to drive trial and purchase through **targeted in-store campaigns:** in-store tastings, eye-catching displays, & limited-time discounts.
- The whiskey category lacks everyday relevance, compared to vodka or tequila.

04 Strong Consumer Openness

5 Out Of 6 Apple-Flavored Whiskeys

have positive customer responses.

Insight: Brands that aren't top-of-mind still perform well in both taste and emotional connection, showing strong potential for competing brands that can deliver on flavor.



05 Purchase Moments That Are Tied To Occasion & Context

Flavored whiskey is a spirit that is best consumed in situational settings.



Social Gatherings



Bars, Restaurants or Nightclubs



Celebrations



At-home Cocktails

07 Product Sensory Elements Have Meaningful Impact

■ ■ ■ ■ Liquid color that's "too light" can negatively affect the perception of quality.

Insight: Visual richness in the liquid (e.g., deeper amber or golden hues) is subtly linked to expectations of strength, flavor, and craftsmanship.

06 Sweetness Must Be Balanced, Not Eliminated

Some consumers perceive apple-flavored whiskey as "too sweet," but the key is balance, where sweetness complements rather than overpowers.



Insight: Products that avoid artificial or harsh notes perform better.



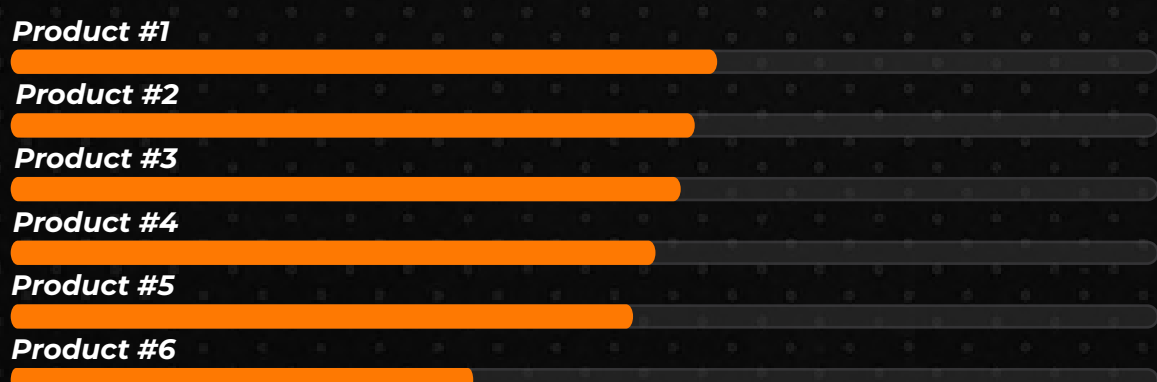
08 Better Product Performance - Curion Score™

Curion Score™ helps differentiate which products stand out, and why. When OAL is too close to call, Curion Score™ goes deeper into the diagnostics to show various product performance metrics against the entire category.

CURION

SCORE™

Insight: All apple-flavored whiskey samples receive Curion Scores™ above average in the Flavored Spirits Category, except for one Sample, which only scores in the low 20th percentile.



Flavored Spirits Database

Proprietary Curion Score™ Datapoints

62.6%	★★★★★
61.0%	★★★★★
60.8%	★★★★★
58.2%	★★★★★
56.2%	★★★★★
45.3%	★★★★★



Want The Full 80-page Report?

With deep alcohol category expertise and the ability to measure your consumers' Total Product Experience through Curion's Product and Market Insights teams, we go beyond the product to deliver strategic, data-backed insights that help brands innovate and grow with confidence.

Get In Touch!

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