



FULL OF FLAVORS

Much has changed since 2005, when we last showcased the myriad of flavored vodka options available in the marketplace.

Clearly, timeless citrus flavors are still king, followed by the ever-popular berry segment. Classic orange continues its streak of popularity, but perhaps the most intriguing flavor on the fruit side is the explosion of grape.

Over the past few years, vodka flavors have also become more innovative, as revealed by the number of ginger and root beer introductions to the category. As palates are changing from sweet to savory cravings, the arrival of cooling cucumber and tomato varieties is also noteworthy. And, proving that caffeine habits die hard, tea and coffee flavors are especially hot right now.

For retailers, there's never been a better time to sate consumer desire for variety, and for bartenders, flavored vodka lends itself well to multi-layered cocktails—far beyond the martini.

Data compiled from the Brand Index of Beverage Media, Metro New York edition, June 2010. Please refer to your local Beverage Network Publication, as certain products may not be available in all areas.

