

LAUNCHING SEPTEMBER 2018



LA VANILLE IS BACK

FOR A LIMITED TIME ONLY

When Grey Goose® La Vanille debuted in 2003, it was thought to be one of the first ever super premium 100% all natural Vanilla flavored vodkas.

After a successful run, and with a heavy heart, Grey Goose drew the production to a close in order to focus on core flavors. But bartenders never stopped asking for it, and it remained a popular cult flavor – a treasured bottle stored on the back bar.

Grey Goose Cellar Master, François Thibault has retrieved the original recipe, bringing this iconic flavor back to life, and tasting every batch before bottling. But it will have a limited production run. Available only while supplies last...



SIZE	750ml, 1L	MEDIA SUPPORT	
PRICE	\$29.99 SRP	Approx. \$5 million as part	
ABV	40%	of holiday gifting ATL campaign	

LA VANILLE IS PRIMED TO WIN CONSUMERS

THE TASTE OF SUCCESS
VANILLA IS A TOP SELLING FLAVOR
IN THE SPIRITS CATEGORY, AND IS
GROWING BY 40%¹

GREY GOOSE SHOPPERS WANT FLAVOR
GREY GOOSE OVER-INDEXES ON
CROSS-CONSUMPTION BEHAVIOR WITH
31% OF GREY GOOSE ORIGINAL CONSUMERS
ALSO PURCHASING FLAVORED VODKA²

VANILLA COCKTAILS ARE IN DEMAND
ON PREMISE, THE PENETRATION OF
COCKTAILS WITH VANILLA FLAVOR HAS
RISEN BY 10% IN THE LAST 5 YEARS³

ALL
NATURAL
FLAVORS

NO
ADDED
SUGAR

GLUTEN
FREE*

CUSTOMER APPEAL

RESEARCH SHOWS LA VANILLE WILL WIN NEW SHOPPERS AND KEEP EXISTING ONES INTERESTED

NEW SHOPPERS:

- > 25-34 year olds with a HHI of \$50K and above
- > African Americans, who over-index on flavored vodkas

EXISTING SHOPPERS:

- > 35-54 year olds with a HHI of \$50K and above
- > Consumers looking for something more indulgent – particularly women
- > Consumers from diverse households

POINT OF SALE

OFF PREMISE:

- > Drive 750ml La Vanille distribution
- > Primary: drive stand alone displays
- > Secondary: include La Vanille house of Grey Goose displays (minimum 3 cases)
- > Update shelf materials with seasonal cocktail offerings (holiday & valentines day)

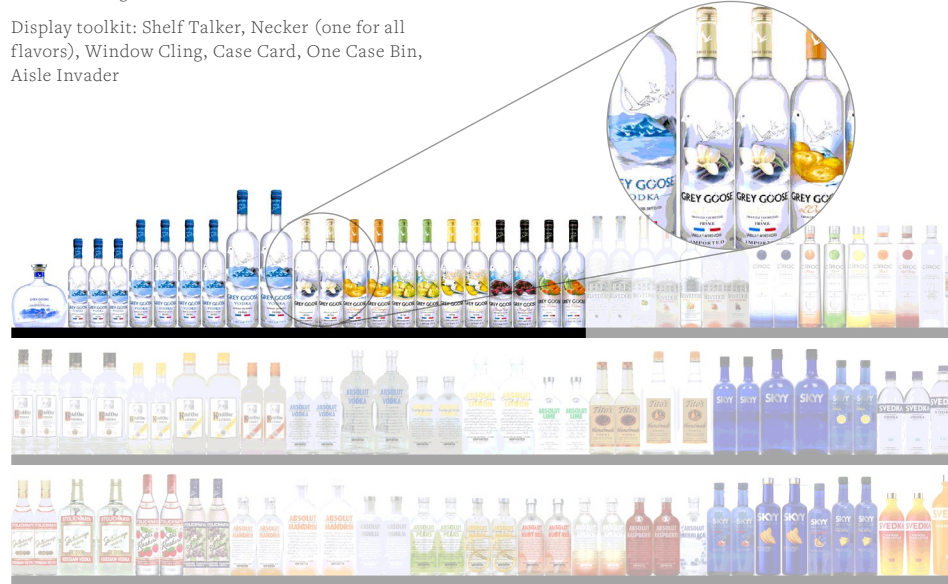
Shelf toolkit: Shelf Talker, Necker (one for all flavors), Window Cling

Display toolkit: Shelf Talker, Necker (one for all flavors), Window Cling, Case Card, One Case Bin, Aisle Invader

ON PREMISE:

- > Prioritize La Vanille in the “foot” program to position in the front and center of the back bar
- > Provide glorifiers to highlight the new offering
- > Secure additional menu placements with La Vanille Espresso Martini and seasonal cocktail recipes

POS elements: Table Tent, Single Bottle Glorifier, 4 Bottle Glorifier



SHELF SET:

Position La Vanille in the top shelf within ultra premium vodka.
Strive for horizontal positioning to the right of Grey Goose.

GREY GOOSE LA VANILLE SPRITZ

An effervescent, refreshing long serve for warmer months

1 ½ parts Grey Goose La Vanille
½ part fresh lemon juice
4 ½ parts premium Ginger Ale
Garnish: Lemon twist



GREY GOOSE LA VANILLE NOIR

An enjoyable cocktail for everyday occasions

1 ½ parts Grey Goose La Vanille
4 ½ parts premium cola
Dash of Angostura Bitters (optional)
Garnish: Lemon wedge



GREY GOOSE L'ESPRESSO VANILLE

A delicious twist on a cocktail classic for finer occasions

1 ½ parts Grey Goose La Vanille
1 part single origin espresso
¾ parts premium coffee liqueur
Pinch of Fleur de Sel (optional)

