

# SOBIESKI GRAPEFRUIT TARGET CONSUMER



**SOBIESKI**  
VODKA



## Target Consumer

25-49 yo vodka drinkers who like having options, making cocktails at home, and showing friends their discovery



## Target On Premise Buyer

Bartenders that want a spirit already with such great flavor that they can create simple delicious drinks and make them quickly! This not only leads to more sales, but also to greater customer satisfaction and higher profitability.

The all encompassing flavor leads to less ingredients lowering the overall cocktail cost