

**INTERVIEW
ASSIGNMENT**

DANNY NATHAN

WHERE DO YOU THINK THE OPPORTUNITY IS?

The female market remains a largely untapped resource for bourbon makers; I believe there is an opportunity for distillers to create a product catering specifically to the female market. This product would fit well with the Maker's Mark label who's wheated mash is known to produce a smoother, lighter taste that would be more appealing to a female drinker.

Women represent approximately half of the market for alcoholic beverages, but comparatively few women currently drink bourbon. It is perceived as a "man's drink", an acquired taste that's harsh on the palette. By creating a product to appeal to a female audience, Maker's Mark has the opportunity to vastly expand its consumer base with little risk of alienating its current group of core consumers. This new product would also serve as a "gateway beverage" to introduce women to the standard line of Maker's Mark products once those women have acquired a taste for bourbon.

WRITE A SHORT ONE-PAGE PRODUCT CONCEPT THAT BRINGS THE IDEA TO LIFE.

WHAT IS THE NEW PRODUCT?

Angel's Share, a bourbon from the Maker's Mark distillery.

Angel's Share is a smooth Bourbon distilled to emphasize the sweeter, delicate flavors such as caramel and vanilla that would appeal to a feminine audience. This bourbon would likely be best distilled in a lightly charred barrel to downplay the harshness of the oak flavor typically associated with fine, small-batch bourbons. Angel's Share would be bottled with a sprig of real mint plant placed within the bottle, a reference to the popular Mint Julep described below.

The "angel's share" is the portion of bourbon that evaporates during the aging process. It is symbolically considered a "gift to the gods", a sacrifice made in return for a "successful harvest". As a product name, "Angel's Share" lends a decidedly luxurious air to this new bourbon as well as a reference to feminine beauty and perfection.

WHY ARE WE CREATING IT?

To appeal to a new segment of the market that currently doesn't drink bourbon.

Comparatively few women call bourbon their drink of choice. Maker's Mark has the opportunity to develop an entirely new market segment of bourbon drinkers by creating a product that appeals to a female audience. This new product would also serve as a "gateway beverage" to introduce women to the standard line of Maker's Mark products once they've acquired a taste for bourbon.

WHO ARE WE CREATING IT FOR, OR TARGETING IT TO?

Generally: women 21+.

Specifically: Woman who have a more refined palette. They want a beverage they can sip and enjoy rather than something they're going to guzzle. These women drink for enjoyment and social interaction, but have outgrown "drinking to get drunk". They're spending more per drink and enjoying fewer drinks per occasion.

WHAT DO THEY CURRENTLY THINK?

Bourbon is perceived as a "man's drink", an acquired taste that's harsh on the palette.

Most women enjoy Bourbon only when it's mixed in a cocktail to soften the flavor. The most popular, especially in the Southern markets where bourbon is part of the local heritage, is the Mint Julep, a beverage that's popular among "Southern Ladies" on Derby Day.

WHAT DO WE WANT THEM TO THINK?

We want women to understand that Angel's Share is a smoother bourbon experience. It's not any less a bourbon than the traditional styles that their husbands enjoy, it's simply different. Drinking Angel's Share is an empowering experience, a chance for a woman to drink with the men. A *lady* might enjoy an occasional Mint Julep, but a *woman* drinks her bourbon just like the men.

WHY SHOULD THEY BELIEVE IT?

Bourbon is a product of the Deep South, a culture that typically has both a deep rooted respect for women as well as an overprotective, if not outright sexist, approach to gender equality. In today's age of empowerment, a woman who drinks bourbon with the men represents an intriguing anomaly, someone to be respected. Angel's Share creates an opportunity for more women to earn this respect from their male counterparts by breaking down the barriers to the "good ol' boys" club.

ANGEL'S SHARE

PACKAGING AND LOGOTYPE TREATMENTS

Maker's Mark is typically bottled as pictured with a red wax seal. Angel's Share would be similarly bottled, perhaps with a white wax seal instead of the traditional red to lend a lighter, more feminine touch. White wax would also provide a visual cue to the angel reference in the product name.

Included below are a selection of possible logotype treatments that might be fitting for the Angel's Share brand.



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