

### A1a:Opinion about the concept (7PS)

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
Neither poor nor fair (wt-3)	1	1	1
Fair (wt-4)	11	12	9
Good (wt-5)	62	58	67
Very good (wt-6)	24	24	23
Excellent (wt-7)	3	5	0
Mean	5.16	5.19	5.11
SD	0.69	0.74	0.6

### A1b:Likes in the concept

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
RTS Concept liked	85	82	90
Ready to serve	54	50	61
Save time	23	15	37
It is pre mixed	7	10	1
Can have at home	8	11	1
572 No need to go to pub	6	8	3
Like colour stated in concept	4	4	3
Like any taste stated in concept	4	6	0
Can served at home easily	2	2	0
Colour looks good	3	2	3

### A1c:Dislikes in the concept

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
Will miss the pub atmosphere	5	8	0
None / Nothing	84	78	94

### C1:Overall Opinion (7PS)

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
Very poor (wt-1)	1	1	0
Poor (wt-2)	1	1	0
Neither poor nor fair (wt-3)	6	6	4
Fair (wt-4)	17	15	20
Good (wt-5)	43	38	51
Very good (wt-6)	31	34	24
Excellent (wt-7)	4	6	0
Mean	5.07	5.14	4.96
SD	0.99	1.08	0.79

## C2a:Likes - Post tasting

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
[NET] Like any smell/aroma	19	13	30
151 The smell/ aroma is good	18	13	26
[NET] Like any taste mentioned	56	50	67
175 It has got good taste	43	41	47
177 It tastes refreshing	4	2	7
179 It tastes different	3	2	4
189 Lime taste	7	5	9
196 Sour taste	2	0	4
[NET] Like any flavor mentioned	31	35	23
200 It has got good flavor	15	17	10
206 Lime flavour	16	18	11
209 Minty flavour	3	3	1
211 Orange flavour	1	2	0
[NET] Like any smoothness mentioned	16	18	13
215 It is very smooth	3	3	1
216 The smoothness is good	12	15	7
220 It is soothing	2	0	4
[NET] Like any sweetness mentioned	3	2	4
[NET] Like any bitterness mentioned	5	5	4
[NET] Like any strength/ strong/hardness mentioned	9	11	4
401 It is strong	2	2	1
412 It is not strong	5	5	3
413 Not harsh	2	3	0
[NET] Like any after taste mentioned	1	2	0
[NET] Like any kick mentioned	2	2	1
[NET] Like any effect on tongue	3	5	0
503 Won't feel rough in throat	2	2	0
[NET] RTS Concept	4	3	4
510 Ready to serve	1	1	1
562 Can have at home	1	0	1
525 Good mixture of all	2	2	1
514 It is refreshing	9	5	16

## C2b:Dislikes - Post tasting

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
[NET] Any specific smell/aroma dislike mentioned	4	3	4
648 Strong smell	1	0	3
658 Perfume smell	1	1	0
[NET] Any specific taste dislike mentioned	7	8	4
660 It does not taste good	4	5	1
664 Taste is bitter	2	2	1
[NET] Any specific flavour dislike mentioned	4	5	1
[NET] Any specific strength/hardness dislike mentioned	6	7	4
751 It is too weak for my liking	3	3	1
720 It is not strong	2	2	3
[NET] Any specific kick dislike mentioned	1	1	1
848 It is bitter	2	1	3

999 None / Nothing	76	72	81
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### C3a:Remind any other drink/Beverage

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
Yes	30	30	30
No	70	70	70

### C3b:Beverage reminded

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Overall	Male	Female
Base:Remind other beverage (Coded 1 in C3a)	60	39	21**
	%	%	%
001 Vodka	25	26	24
002 Martini	7	8	5
004 White Wine	2	3	0
005 Tequila	7	8	5
006 Smirnoff	5	8	0
008 Lime Juice	25	18	38
012 Blue Lagoon	3	3	5
015 Vodka with Lemon	3	3	5
016 Mint lime Soda	2	0	5
019 Bacardi	2	3	0
021 Green Apple	3	5	0
024 Lemon	5	8	0
027 Mojito	2	3	0
033 Breezer	2	3	0
035 Bloody Mary	2	3	0
036 Wine	2	0	5
042 Appletini	2	3	0
048 Magic moment	3	5	0

### C5a:Overall taste (11PS)

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
2 (wt-02)	0	0	0
3 (wt-03)	0	0	0
4 (wt-04)	3	4	0
5 (wt-05)	6	3	10
6 (wt-06)	19	13	29
7 (wt-07)	33	36	26
8 (wt-08)	19	18	19
9 (wt-09)	17	19	13
10 Extremely good (wt-10)	6	6	4
Mean	7.32	7.45	7.09
SD	1.38	1.39	1.34

**C5b:Freshness (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
1 (wt-01)	0	0	0
2 (wt-02)	1	1	0
3 (wt-03)	0	0	0
4 (wt-04)	1	1	1
5 (wt-05)	8	8	7
6 (wt-06)	16	8	29
7 (wt-07)	23	19	29
8 (wt-08)	24	27	17
9 (wt-09)	19	22	13
10 Very fresh (wt-10)	11	15	4
Mean	7.57	7.84	7.09
SD	1.52	1.55	1.34

**C5c:Naturalness of the taste (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Extremely artificial (wt-00)	0	0	0
1 (wt-01)	0	0	0
2 (wt-02)	0	0	0
3 (wt-03)	0	0	0
4 (wt-04)	1	1	1
5 (wt-05)	7	5	10
6 (wt-06)	21	17	29
7 (wt-07)	31	26	39
8 (wt-08)	24	29	14
9 (wt-09)	9	11	6
10 Extremely natural (wt-10)	8	12	1
Mean	7.29	7.57	6.77
SD	1.34	1.37	1.13

**C5d:Blending of ingredients (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Not at all blended (wt-00)	0	0	0
2 (wt-02)	1	1	0
3 (wt-03)	1	1	0
4 (wt-04)	2	2	1
5 (wt-05)	15	12	20
6 (wt-06)	22	17	31
7 (wt-07)	24	22	27
8 (wt-08)	17	20	10
9 (wt-09)	11	14	6
10 Very well blended (wt-10)	9	11	4
Mean	7.01	7.25	6.59
SD	1.61	1.69	1.35

**C7a:Smoothness (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
1 (wt-01)	0	0	0
2 (wt-02)	0	0	0
3 (wt-03)	0	0	0
4 (wt-04)	4	3	4
5 (wt-05)	11	6	19
6 (wt-06)	18	10	31
7 (wt-07)	23	17	33
8 (wt-08)	20	28	4
9 (wt-09)	14	18	6
10 Very smooth (wt-10)	13	18	3
Mean	7.36	7.86	6.43
SD	1.64	1.58	1.29

**C8a:Bite (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 No Bite at all (wt-00)	1	1	0
1 (wt-01)	1	1	0
2 (wt-02)	1	1	0
3 (wt-03)	3	4	0
4 (wt-04)	5	4	7
5 (wt-05)	11	8	17
6 (wt-06)	23	15	36
7 (wt-07)	27	30	20
8 (wt-08)	16	17	13
9 (wt-09)	10	12	4
10 Very strong bite (wt-10)	6	7	3
Mean	6.72	6.91	6.39
SD	1.75	1.9	1.38

**C9a:Sweetness (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
1 (wt-01)	1	2	0
2 (wt-02)	2	0	6
3 (wt-03)	6	2	11
4 (wt-04)	7	3	14
5 (wt-05)	17	15	20
6 (wt-06)	19	15	26
7 (wt-07)	24	29	14
8 (wt-08)	15	20	6
9 (wt-09)	5	6	1
10 Very sweet (wt-10)	5	7	1
Mean	6.27	6.79	5.3
SD	1.87	1.74	1.73

**C10a:Sourness (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Not at all sour (wt-00)	2	2	1
1 (wt-01)	2	3	0
2 (wt-02)	8	10	4
3 (wt-03)	11	9	14
4 (wt-04)	10	11	7
5 (wt-05)	20	14	30
6 (wt-06)	15	14	17
7 (wt-07)	18	17	19
8 (wt-08)	12	16	4
9 (wt-09)	2	2	1
10 Very sour (wt-10)	1	1	0
Mean	5.23	5.26	5.17
SD	2.11	2.3	1.72

**C11a:Bitterness (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Not at all bitter (wt-00)	8	9	6
1 (wt-01)	5	5	4
2 (wt-02)	9	5	16
3 (wt-03)	11	12	7
4 (wt-04)	9	10	6
5 (wt-05)	18	15	24
6 (wt-06)	15	13	17
7 (wt-07)	13	12	14
8 (wt-08)	11	15	4
9 (wt-09)	1	2	0
10 Very bitter (wt-10)	2	2	1
Mean	4.7	4.79	4.53
SD	2.52	2.64	2.28

**C12a:Strength (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Not at all strong (wt-00)	1	1	0
1 (wt-01)	1	0	1
2 (wt-02)	2	2	1
3 (wt-03)	5	5	4
4 (wt-04)	5	6	1
5 (wt-05)	14	11	20
6 (wt-06)	26	22	33
7 (wt-07)	24	25	20
8 (wt-08)	16	18	11
9 (wt-09)	6	7	3
10 Very strong (wt-10)	4	4	3
Mean	6.37	6.5	6.14
SD	1.76	1.82	1.63

**C13a:After taste (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
2 (wt-02)	0	0	0
3 (wt-03)	1	2	0
4 (wt-04)	2	1	4
5 (wt-05)	9	8	10
6 (wt-06)	18	12	27
7 (wt-07)	27	27	27
8 (wt-08)	23	25	19
9 (wt-09)	9	9	7
10 Extremely good (wt-10)	12	15	6
Mean	7.3	7.52	6.9
SD	1.56	1.59	1.44

**C16a:Kick (11PS)**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
0 Not at all strong (wt-00)	3	3	3
1 (wt-01)	2	2	1
2 (wt-02)	9	4	19
3 (wt-03)	12	14	7
4 (wt-04)	9	9	9
5 (wt-05)	12	11	14
6 (wt-06)	16	13	21
7 (wt-07)	21	23	16
8 (wt-08)	13	15	9
9 (wt-09)	3	3	1
10 Very strong (wt-10)	2	2	0
Mean	5.34	5.6	4.86
SD	2.28	2.29	2.21

**D1a:Intention to try**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
I will definitely try it (wt-5)	62	60	64
I will probably try it (wt-4)	25	27	21
I may or may not try it (wt-3)	12	12	13
I will probably not try it (wt-2)	1	1	0
I will definitely not try it (wt-1)	1	1	1
Mean	4.45	4.45	4.47
SD	0.8	0.79	0.83

**D1b:Freshly prepared vs. RTS**

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
Like this product better than freshly prepared cocktails	38	39	37
Like this product to an equal extent as freshly prepared cocktails	50	48	54
Like this product less than freshly prepared cocktails	10	11	9
NS	2	2	0

### D3:Recommendation

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
I will definitely recommend it (wt-5)	60	57	64
I will probably recommend it (wt-4)	30	31	27
I may or may not recommend it (wt-3)	10	11	9
I will probably not recommend it (wt-2)	1	1	0
I will definitely not recommend it (wt-1)	1	1	0
Mean	4.47	4.42	4.56
SD	0.74	0.78	0.65

### D4a:Flavours in Cocktail

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
001 Lime	86	82	94
002 Vodka	5	4	6
003 Mint	55	47	70
007 Apple	5	7	1
010 Citric	6	7	3
013 Grape	1	2	0
014 Orange	5	5	3
015 Strawberry	2	2	1
025 Green Apple	3	4	0
042 Limca	2	2	3

### D4b:Liquors in the cocktail

	Overall	Male	Female
Base:All Respondents	200	130	70
	%	%	%
501 Vodka	78	80	73
502 Gin	8	12	0
503 Beer	6	5	9
504 Whisky	6	8	1
507 White Rum	10	12	4
508 Rum	5	5	4
510 Wine	3	4	1
511 Tequila	5	6	3
512 Brandy	3	2	4
999 None / Nothing	15	11	21