



HRAGLOBAL 
THE FMCG EXPERTS

VALIDATING THE 'BEST TASTING' CLAIM FOR SLINGSBY GIN

RESULTS - APRIL 2022

RESEARCH OBJECTIVES

Slingsby Gin believe from anecdotal feedback that its Yorkshire Rhubarb Gin is the favourite Rhubarb Gin of UK gin drinkers.

The aim of this research was to prove or disprove this claim so that if found correct, Slingsby can use the claim in marketing communications to stand out in an ever-saturated marketplace.

METHODOLOGY



- 🍷 A **taste test analysis** of 4 of the top performing Rhubarb only flavoured gins according to Nielsen data was conducted: **Slingsby's Rhubarb gin, That Boutique-y Gin Company, Harrogate Tipple & Warner's.**
- 🍷 The taste tests were conducted from 30th March - 13th April.
- 🍷 The research was conducted at HRA Global HQ in taste testing booths to ensure for control of external factors.
- 🍷 Respondents were given 5ml of each gin mixed with 15ml of Fever-Tree Premium Indian Tonic and answered a set of questions on each via an online survey.
- 🍷 Samples were given in opaque glasses so that the colour of the gin did not impact respondents' perception of aroma and taste.
- 🍷 Gin samples were randomised to control for order effects.




SAMPLE

- 🍷 100 complete responses.
- 🍷 All gin drinkers who had tried flavoured gin before.
- 🍷 **Gender:**
 - 80% female
 - 19% male
 - 1% other
- 🍷 **Age:**
 - 36% 20-39-years
 - 64% 40-66-years
- 🍷 **Social grades:** diverse across ABC1C2DE.
- 🍷 **Geography:** majority based in Southwest (96%).



KEY FINDINGS

- ❖ **Slingsby** is UK gin drinkers' **favourite** Rhubarb gin, when compared to Harrogate Tipple, Warner's & That Boutique-y Gin Company.
- ❖ Although Slingsby was ranked overall favourite based on aroma & taste, the reveal of the **price** and **packaging** further increased the gin's appeal.
- ❖ Slingsby ranked No.1 for **future purchase intent**, with the highest number of respondents agreeing that they would buy this gin in the future. A factor which is of great importance when trying to gain listings in retailers.
- ❖ **Aroma** is an important factor that consumers take into account when considering future gin purchase and should not be under-estimated.
- ❖ Throughout the survey the level of respondents who were **indifferent** or **neutral** towards Slingsby was **low**. Suggesting that **avoiding indifference** in all areas (e.g. aroma & taste) is important if wanting to gain 'favourite gin' status or lock down future purchase intent among consumers.



**INTRODUCING THE
UK'S FAVOURITE
RHUBARB GIN**

UK'S FAVOURITE RHUBARB GIN: TASTE & AROMA

Having tasted all the gins, but being blind to the brands, respondents were asked to...

Rank the 4 samples in order of your overall favourite.

Based purely on taste & aroma alone **Slingsby** was chosen as the **favourite** rhubarb gin, scoring the highest number of points.

There was a **7-point** difference between Slingsby and 2nd place winner, Warner's.



Total score =
255

2nd



Total score =
262

1st

Nb. Total score is a weighted calculation. Samples ranked 1st are valued higher than the following ranks, and the score is a sum of all weighted rank counts.



Total score =
249

3rd



Total score =
234

4th

UK'S FAVOURITE RHUBARB GIN: TASTE, AROMA, PRICE & PACKAGING

A picture of the bottle and the £/70cl for each sample was then revealed to the respondents.

Considering taste & aroma, but also considering packaging & price, please rank the 4 samples in order of your overall favourite.

 **Slingsby** was once again voted **No.1**.

 Extending its lead, now with a score difference of **27-points**.

This heightened lead suggests that Slingsby's packaging and price is attractive enough to sway respondents into ranking Slingsby higher than originally ranked.

Future qualitative research could help unlock further consumer insight into packaging and price preferences which may help Slingsby extend their lead even further in the future.



£38/70cl

Total score =
251

2nd



£30/70cl

Total score =
278

1st

Nb. Total score is a weighted calculation. Samples ranked 1st are valued higher than the following ranks, and the score is a sum of all weighted rank counts.



£42/70cl

Total score =
244

3rd



£29.95/70cl

Total score =
226

4th