

ID	How long have you purchased from Artisan Drinks?	Which products have you purchased from us? Select all that are relevant.	Overall, how satisfied are you with the our products?	Is there anything about our products that could be improved? Please detail.	What are your thoughts on the variety and taste of our mixers and tonics?	What are your thoughts on our packaging? Please provide any feedback or suggestions for improvement.	What can we do differently that would make you purchase us more frequently?	Have you heard of B-Corporation?	If yes, would B-Corp status influence your decision to purchase?
	1 3 years	Pink Citrus Tonic;	Very	No	Excellent	Excellent	More special offers, free postage	No	Na
	2 3 years	Fiery Ginger Beer;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Agave Lemon Tonic;Classic London Tonic;	Very much, especially with the Agave Lemon Tonic for my favourite gin	It would be nice to see them in more stores	Good variety, would love to see something seasonal in winter though	Love the branding and that cans are available	Nothing, it's a luxury thing that cannot be had more often	Yes	Not really
	From when they 3 started	Pink Citrus Tonic;Yuzu Tokyo Tonic;Classic London Tonic;Fiery Ginger Beer;Agave Lemon Tonic;	I love your products	No	No complaints	No complaints love your products	Discount codes everyone loves a discount code	Yes	No
	4 2 years	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Agave Lemon Tonic;	Very	More offers as quite expensive full price	Very good	Good	Offers	Yes	No
	5 4 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;	Very satisfied	Wider availability	Love virtually every tonic flavour as they match all types of gins.	Love the packaging as it makes it easy to select your ideal tonic in a fully stocked fridge	Possibly a subscription type of ordering for say a quarterly delivery	No	
	6 2/3 years	Fiery Ginger Beer; Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Violet Blossom Tonic;	Love the ginger beer. But absolutely loved the lime tonic!! I don't like tonic but I loved this and it meant I could enjoy a G&T with my hubby!	Bring back the lime tonic :-)	Great variety - just missing the lime one ;-)	Very appealing love the colours	Bring back your lime tonic	No	
	7 Two years?	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Violet Blossom Tonic;	Very	Price and frequency of offers- it can be too expensive for me to buy regularly	Lovely	I like the design of the bottles and cans.	Price and frequency of offers	No	

8	2 years	Classic London Tonic; Skinny London Tonic; Pink Citrus Tonic; Yuzu Tokyo Tonic; Violet Blossom Tonic; Agave Lemon Tonic;	Very	More of a can range	Really good! The 200ml tonic can makes you stand out	Really slick	More of a can range	No	Nope
9	4 years	Skinny London Tonic; Pink Citrus Tonic; Agave Lemon Tonic;	Love the products	Not really	Satisfactory	Like the cans out of stock which isnt professional had to buy from another site	Have sufficient stock	No	
10	Can't remember exactly ,but, at least a couple of years if not longer.	Fiery Ginger Beer; Agave Lemon Tonic;	Both excellent , but, particularly love the lemon	Supply the lemon tonic in tins	Very good	See above re tins	Nothing that I can think of	Yes	No
11	Three and a half years	Classic London Tonic; Fiery Ginger Beer; Pink Citrus Tonic; Yuzu Tokyo Tonic; Agave Lemon Tonic;	Extremely satisfied. A top go to product.	If you had something similar to Fevertree Mediterranean tonic as well that would be perfect	Great selection and taste. Pink citrus and fiery ginger beer are outstanding	Eye catching and niche, purvey a quality product	Allow purchase of 12 cans or bottles	No	N/A
12	3 or 4 years	Fiery Ginger Beer; Pink Citrus Tonic; Bubbly Soda Water; Agave Lemon Tonic;	Very	The cans and bottles have a slightly different taste - especially noted on Amalfi lime tonic	Good variety, clear tastes	Easily recyclable	Nothing. Easily accessible through your store	Yes	Not really, taste does
13	3 years	Classic London Tonic; Skinny London Tonic; Pink Citrus Tonic; Violet Blossom Tonic; Agave Lemon Tonic;	Love them	No	Love them	Love the product labels. I've given them as gifts and have 6 displayed in my kitchen which I shall not open as I love the product labels	Nothing	No	
14	3 years	Classic London Tonic; Skinny London Tonic; Fiery Ginger Beer; Pink Citrus Tonic; Yuzu Tokyo Tonic;	Very satisfied	No	I love them	Love them	Have more offers	No	
15	Couple of years	Skinny London Tonic; Pink Citrus Tonic; Yuzu Tokyo Tonic; Agave Lemon Tonic;	Very satisfied	Great as they are.	Exceptional	Environmental	Bigger discounts but I know that's unrealistic	Yes	No
16	2 years	Yuzu Tokyo Tonic;	Extremely satisfied	Don't think so. Personally I prefer glass bottles	Very good	Packaging has been perfect	Nothing	No	

At different times when 17 on offer	Classic London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Agave Lemon Tonic;Tailor Made Lemonade;	10/10	More on par price wise to fevertree then I can use more on my business	10/10	10/10	Pricing for trade	No	
18 1 year.	Classic London Tonic;Agave Lemon Tonic;	Great.	Nothing I can think of.	Good, bur there's room for new flavours.	Very happy.	Nothing. I buy as many as I need, from you and no one else now.	No	Neither way, provided the supplied products were of the quality and flavour I have come to enjoy.
Monthly for over 18 19 months	Pink Citrus Tonic;Classic London Tonic;Agave Lemon Tonic;	Awesome drinks!	No they are perfect	Perfect.	Sometimes the cans are dented but they never split.	More cans at a time.	No	
20 3 years	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Agave Lemon Tonic;	Love them	Need a lime one and a Berry one please	Lovely taste.	Good and recyclable	Offers, bundles	No	No
21 3-4 years I think	Pink Citrus Tonic;Yuzu Tokyo Tonic;Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Bubbly Soda Water;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;	Love them, very satisfied - taste and packaging (bottles and cans)	No	I enjoy them but would be happy to see more innovation and specials like the winter tonic.	Love the designs, stands out and is unique. All packaging (bottles and cans) are kerbside recyclable for me.	A loyalty scheme. I have bought your products from Ocado before now because it has been cheaper than buying direct.	Yes	No, sorry.
22 Approx 2 years	Agave Lemon Tonic;Violet Blossom Tonic;Pink Citrus Tonic;Classic London Tonic;	Very satisfied	Agave Lemon Tonic in cans please!	Nice variety but our favourites are the Agave Lemon and Amalfi Lime	Love the packaging, great imagery!	I purchased when I run low, not sure I would buy more frequently than my need	Yes	Partially perhaps but the product is key
23 Since 2020	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;	Very	They're great!	They're lovely	It's normally absolutely fine	Maybe make the drinks ever so slightly cheaper, or more promos	No	
24 4 years possibly 5 years	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Agave Lemon Tonic;	Superb ..our go to tonics	Nothing	We (my wife and I) loved the Agave lemon tonic but you no longer make it	All good	Special offers	No	

25 4 months	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Violet Blossom Tonic;Agave Lemon Tonic;	Very	No	I love the variety	Absolutely love it they would make great posters or small pictures	Nothing for me	Yes	No
26 3 years ish	Agave Lemon Tonic;Violet Blossom Tonic;Barrel Smoked Cola;Yuzu Tokyo Tonic;Bubbly Soda Water;Pink Citrus Tonic;Fiery Ginger Beer;Skinny London Tonic;Classic London Tonic;	Love them but have been told to have less sugar so I feel I can't drink them anymore	Even less sugar for anyone trying to cut down sugar	I love the taste. Make great mixers or stand alone soft drink. Would like to see some diet versions	I'm not sure which is the most environmentally friendly, I usually buy bottles	Diet versions	No	
27 6 months	Yuzu Tokyo Tonic;Agave Lemon Tonic;	The yuzu goes solo well with the Norfolk gin. Its nice to support local companies	More clues as to which mixer works well with a spirit	The agave mixer for a margarita works so well	Noting to add	Quite often out of stock. Appreciate the reasons, but.....	No	
28 Three years I think	Skinny London Tonic;Pink Citrus Tonic;Agave Lemon Tonic;	Greatly satisfied. Fab tonics. Love the lime	Make them available in shops.	Good mixture. Prefer traditional aa opposed to thins like basil or rosemary flavoured ones.	Easy to recognise	I'd like to see them in shops.	Yes	No
29 6 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;	Very satisfied	More varieties	Nice range and flavour	Cool	Offers	Yes	Possibly
30 5 + years	Agave Lemon Tonic;Barrel Smoked Cola;Yuzu Tokyo Tonic;Fiery Ginger Beer;Classic London Tonic;	Very	Mixed case choices	Very good	NA	Lower price ( but that's what everyone wants )	No	
Not sure exactly, but 31 several years.	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Barrel Smoked Cola;	Very satisfied	No. All good.	The cola and fiery ginger beer are perfect: I have found no better. The tonics are good, but have many more acceptable competitors. Their is enough variety for me.	The packaging is fine. I have had a couple of cans damaged in transit, but not sure what you can do about that.	Nothing at all. All is good.	No	

32	About 5 years.	Pink Citrus Tonic;Barrel Smoked Cola;	Extremely satisfied.	I'd like the Winter tonic to be available all the time.	It's a good range.	Your packaging has got bottles to me safely, so more than adequate.	Keep Winter tonic in the range all year and in cans.	No	
33	3 years	Pink Citrus Tonic;	Extremely satisfied	No	Great variety and superb and unique taste.	Considerately packaged	Probably nothing as receive emails regularly	No	
34	Several years	Classic London Tonic;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;Skinny London Tonic;Fiery Ginger Beer;	Very. Tonic of choice	Everything available in cans. Packs of 12 cans	Love the cola for rum. The violet tonic is unique and great with floral gins	More products available in cans	Currently only drinking artisan tonic because of convenient delivery	Yes	Not completely but is a bonus
35	2 years	Pink Citrus Tonic;Bubbly Soda Water;Agave Lemon Tonic;Classic London Tonic;	Love them	No	Love the variety and the flavours are delicious without being artificial tasting	The branding is really appealing and classic. Like that the product comes in cans and bottles - no plastic!	As someone on a low income cost is the only reason I don't buy more frequently	No	
36	18 months	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;	Very satisfied	All products to be offered in bottles or cans	Good choice and great taste. A subtle taste that provides the flavour it should and not too overwhelming.	As above, a choice of bottles and cans for everything.	Not sure.	Yes	It may not influence as I'm already a purchaser but it would "impress"
37	1 year	Classic London Tonic;Skinny London Tonic;Yuzu Tokyo Tonic;Agave Lemon Tonic;	Very satisfied	More can range, maybe a elderflower or Mediterranean tonic	Very good	So good	Regular deals	No	
38	2 years	Fiery Ginger Beer;Skinny London Tonic;	Very	Smaller can size options	Like the variation but don't tend to buy across the range very often.	Like that it is sustainable.	Nothing	Yes	Yes. It would be a consideration but not the primary one.
39	3 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Yuzu Tokyo Tonic;Agave Lemon Tonic;	Very satisfied	Not all all love it just how it is	Delicious great variety	Stunning love it	Free delivery	Yes	No

40	3 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Agave Lemon Tonic;Violet Blossom Tonic;Yuzu Tokyo Tonic; Very	Very satisfied	N/A	The variety and taste are great. Violet tonic is my favourite	The art work is lovely	Free delivery on smaller orders	Yes	It would make me feel good about supporting the company
41	Since June 2021	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;Tailor Made Lemonade;	Very satisfied	Offering more of the range in cans	Great selection, not so keen on the violet	As above - css as an are easier to transport and store	Fine as you are	No	N/a
42	3 years	Classic London Tonic;Pink Citrus Tonic;Agave Lemon Tonic;Violet Blossom Tonic;Yuzu Tokyo Tonic; time	Very pleased every time	No - I really like trying the flavour variations you come up with. Keep em coming!	As a gin drinker I really like a lemon/lime/citrus flavour. Any different options or combinations are always very welcome!	Normally excellent. One pack of 24 arrived in a real mess but you exchanged it immediately. Very impressed	Nothing really. I only ever buy tonic from you - but i have tried to control my drinking for health reasons	No	
43	About 3 years	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Agave Lemon Tonic;Bubbly Soda Water;	Love the product	I'd prefer it cheaper but I also understand that it is a premium product	Great range available	Love the artwork on the labels	More deals (e.g buy one get one half price cases)	Yes	Sometimes this does influence me
44	Around 5 years	Classic London Tonic;Pink Citrus Tonic;Fiery Ginger Beer;Violet Blossom Tonic;Agave Lemon Tonic;	Very satisfied	Possibly a 12 pack	Great variety, maybe a elderflower tonic also	Packaging is fine	Lower the prices	No	
45	4 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Yuzu Tokyo Tonic; Very	Very satisfied	Nothing	Good	I like it	Offers	No	
46	Not bought yet but sampled at Gin to my Tonic festival	Skinny London Tonic;	Loved the taste	Sold in different sizes	Good choice	Eye catching	Make it more available in smaller packs	No	

47	2 years	Pink Citrus Tonic;Classic London Tonic;Agave Lemon Tonic;	very	I prefer to order cans so more flavours available in cans would be great	good variety, generally great taste	It's fairly minimal already, probably as little as you can get away with and still keep the product safe and sturdy	As per question 4, increased availability of product in cans, also to be honest each time I go to your site to order my favourite products they're almost always out of stock	Yes	No because I already like your products so will purchase anyway
48	3 or 4 years	Skinny London Tonic;Agave Lemon Tonic;Pink Citrus Tonic;	very happy	can't think of anything	good choice, lime tonic not as good all the others	I like the packaging	Obvious - price	No	
49	Just once in May but also via Ocado.com	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;Tailor Made Lemonade;	Highly	No	Great	Love it!	Nothing	No	
50	3-4 years	Classic London Tonic;Skinny London Tonic;Fiery Ginger Beer;Bubbly Soda Water;Yuzu Tokyo Tonic;Barrel Smoked Cola;Violet Blossom Tonic;Agave Lemon Tonic;Pink Citrus Tonic;	Mostly satisfied, although I wish the cans were slightly smaller	Selling 150ml size cans	I like the range a lot, although the cola was not as smoky as I hoped it would be. Favourites are the agave lemon and yuzu.	I would prefer slightly smaller sizes - around 150ml	Sell 150ml cans	Yes	Yes, but only if smaller cans were available
51	Approx 4 years	Classic London Tonic;Skinny London Tonic;Pink Citrus Tonic;Yuzu Tokyo Tonic;Violet Blossom Tonic;Agave Lemon Tonic;	Very Satisfied	No excellent products	Very good - miss Amalfi Lime tonic	Prefer tins of tonic	Special offers	No	
52	2 years	Fiery Ginger Beer;Classic London Tonic;Violet Blossom Tonic;Agave Lemon Tonic;	Very	No	Excellent	It's good and green	Nothing	No	Don't know
53	About 6 months	Skinny London Tonic;	Extremely satisfied	Not that I can think of	Excellent range, although I only buy one of your choices	Very good. The small boxes of tonic are quite tricky to peel open (albeit I am 66 with wonky fingers!).	Maybe combine with unusual gins?	No	

54 3 years	Classic London Tonic;Fiery Ginger Beer;Pink Citrus Tonic;Yuzu Tokyo Tonic;Violet Blossom Tonic;Agave Lemon Tonic;	Very	No	Brilliant	No improvements needed	Nothing	No
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