

Table 22.11. Segments identified among tequila consumers

		Segment		
		1	2	3
	<i>Base size</i>	148	16	28
	<i>Additive constant</i>	31	54	68
Segment 1: Variety seekers				
E04	A mix of tropical exotic flavors and tequila . . . clear and clean	21	13	-14
E06	Tequila from blue agave nectar mixed with the natural flavor of Mexican tequila and lime	20	-17	-3
E09	A mix of the freshest fruits from real juice, the best spirits, and natural nectars	19	6	-14
E16	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors . . . whatever you're looking for	17	-3	-34
E03	Tequila already mixed with salt, natural lime flavors, and triple sec	16	-18	-3
E05	Tequila and juice that's not too sour, not too sweet . . . nice refreshing sensation!	14	-8	-2
E02	Lemon/ Lime and Tequila . . . a bit of sweet, tangy flavor	12	-7	-5
E07	Mandarin and Lime flavored tequila . . . so tart and refreshing	12	-18	-8
E08	Real tequila blended with natural flavor and a hint of carbonation	11	1	-7
E01	Naturally flavored tequila	10	1	5
E19	Quick and fun . . . ready to drink, no bartender required	8	-4	-5
E11	Goes down smooth and easy	7	0	3
E10	Hits the spot on a hot summer day	7	2	-4
E18	So refreshing . . . you have to drink some more	7	1	7
E21	Simply the best	6	-2	-1
E35	Easy to drink right from the bottle	6	10	3
Segment 2: No frills				
E04	A mix of tropical exotic flavors and tequila . . . clear and clean	21	13	-14
E36	With the safety, care and quality that makes you trust it all the more	0	11	-4
E35	Easy to drink right from the bottle	6	10	3
E34	Icy cold	2	8	7
E09	A mix of the freshest fruits from real juice, the best spirits, and natural nectars	19	6	-14
E02	Lemon/ Lime and Tequila . . . a bit of sweet, tangy flavor	12	-7	-5
E05	Tequila and juice that's not too sour, not too sweet . . . nice refreshing sensation!	14	-8	-2
E06	Tequila from blue agave nectar mixed with the natural flavor of Mexican tequila and lime	20	-17	-3
E03	Tequila already mixed with salt, natural lime flavors, and triple sec	16	-18	-3
E07	Mandarin and Lime flavored tequila . . . so tart and refreshing	12	-18	-8
Segment 3: Traditionalists				
E13	Premium quality	3	4	11
E15	100% natural	5	-2	9
E34	Icy cold	2	8	7
E18	So refreshing . . . you have to drink some more	7	1	7
E32	Tastes great . . . without the taste of alcohol	3	2	-6
E33	Multiserve containers . . . so you always have enough!	3	1	-6
E08	Real tequila blended with natural flavor and a hint of carbonation	11	1	-7
E07	Mandarin and Lime flavored tequila . . . so tart and refreshing	12	-18	-8
E20	When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	1	-5	-9
E09	A mix of the freshest fruits from real juice, the best spirits, and natural nectars	19	6	-14
E04	A mix of tropical exotic flavors and tequila . . . clear and clean	21	13	-14
E16	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors . . . whatever you're looking for	17	-3	-34

Data courtesy of It! Ventures, Inc.