

Watershed Distillery Alcohol Vendor Survey

Thank you for participating in the Watershed Distillery Vendor Survey. We value your feedback. As a token of our appreciation, we invite you to tour our distillery. Please e-mail Greg at greg@watershreddistillery.com to schedule your tour.

How many bottles of whiskey does your establishment use in an average week?

- 1 Less than 1
- 1-3
- 4-6
- 7-10
- 11-15
- More than 15

How many bottles of vodka does your establishment use in an average week?

- 2 Less than 1
- 1-3
- 4-6
- 7-10
- 11-15
- More than 15

How many bottles of gin does your establishment use in an average week?

- 3 Less than 1
- 1-3
- 4-6
- 7-10
- 11-15
- More than 15

What kinds of marketing support would you like to receive from the brands of distilled spirits you carry at your establishment?

- 4
- Coasters
 - Banners
 - Flyers
 - Promotional events at my establishment
 - Signs
 - Branded glassware
 - Napkins
 - Internet / social media promotion
 - Other, please specify

Please rate from 1 to 7, with 1 being "Disagree completely" and 7 being "Agree completely", how much you agree with the following statement:

I am interested in learning about white whiskey in order to market it at my establishment.

5

Disagree completely	Disagree somewhat	Disagree a little	Neither agree nor disagree	Agree a little	Agree somewhat	Agree completely
1	2	3	4	5	6	7

Please rate from 1 to 7, with 1 being "Disagree completely" and 7 being "Agree completely", how much you agree with the following statement:

I am open to selling less-known brands of distilled spirits in my establishment.

6

Disagree completely	Disagree somewhat	Disagree a little	Neither agree nor disagree	Agree a little	Agree somewhat	Agree completely
1	2	3	4	5	6	7

Please rate from 1 to 7, with 1 being "Disagree completely" and 7 being "Agree completely", how much you agree with the following statement:

I am open to selling local brands of distilled spirits in my establishment.

7

Disagree completely	Disagree somewhat	Disagree a little	Neither agree nor disagree	Agree a little	Agree somewhat	Agree completely
1	2	3	4	5	6	7

Do you run any specials to promote specific brands of spirits at your establishment? If so, what types of specials are they and how often do they occur? If not, why not?

8

How often do you add a brand of distilled spirits to your inventory? How do you decide whether or not to add a brand?

9

10 **How often do you remove a brand of distilled spirits to your inventory? How do you decide whether or not to remove a brand?**

11 **Would you like to be contacted by The Watershed Distillery about your responses to this survey?**

If you answered "Yes" to the previous question, please enter your name and address below. If you answered "No", then you have finished the survey. The Watershed Distillery would like to thank you for your time and assistance.

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Name:

Company:

Address:

City: State: Zip: