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Press release

Vodka manufacturer to use scent marketing

BOLS Cinnamon, the only cinnamon-scented vodka in Poland, is being promoted using scent marketing tools. The scent of fresh cinnamon permeating the air above the BOLS shelf in Alma grocery stores should not only capture customers' attention but also prompt them to remember BOLS Cinnamon longer.

The research on scent marketing published in the Journal of Consumer Research shows that a properly selected scent not only creates a positive atmosphere for in-store consumers but, when used in an individual product, it also helps in making a product stand out from others on a shelf. In the long run it also strengthens the user's product association and memory*. The fresh scent of pure cinnamon aligned to the BOLS Cinnamon bouquet sprayed using natural diffusion and detectable up to several meters is supposed to play this role.

"It is amazing how the scent of cinnamon affected us in our work on this flavored vodka in the laboratory. The entire team associated it with childhood and home-made delicacies: cinnamon-baked apples and hot apple pie served on winter nights or during holidays. However, to transpose this magic scent to BOLS vodka, we prepared and tested tens of samples a multitude of times in focus groups before we attained the intended result" – says Sylwia Baghnaoui, Product Optimization Technician at BOLS, CEDC.

The first few days of the campaign have demonstrated that the use of scent marketing has made it possible to grow BOLS Cinnamon sales per store several times. Initial tests in selected locations will last until the end of February.

"BOLS Cinnamon was created for the lovers of this seasoning's scent and taste. As one may surmise, our vodka is ideal for drinks prepared using apple juice. This combination is much more encountered in restaurants where BOLS Cinnamon enjoys extraordinary popularity" – says Radomir Sejdak, Vodka Tester at BOLS.

This is not the first time that the BOLS brand has recognized the importance of the sense of scent in product development. In House of BOLS in Amsterdam, a futuristic museum dedicated to BOLS liquors, visitors to the Tasting Room may sample this brand's spirits and familiarize themselves with tens of scent variations sprayed using special dispensers.

BOLS Premium Vodka is also available on the market in four tastes: Lemon, Cranberry, Cinnamon and Vanilla. In December, BOLS 0.7 l vodka was sold in a special tube containing a full-format 2010 Calendar with pictures of BOLS Ambassadors on a sailing yacht in Greece.

Cinnamon – Cinnamon is the oldest and one of the most widely used seasonings in the world. The thick and intense cinnamon oil is distilled from cinnamon tree leaves and branches. Cinnamon primarily heats and tones. The Chinese have known and used cinnamon's healing properties for 4,500 years. Ancient Greeks used it as a means to heal wounds. In the Middle Ages it became a popular medicine for colds, fevers and digestive disorders.

* *Journal of Consumer Research*, Aradhna Krishna (University of Michigan), May Lwin (Nanyang Technological University, Singapore), Maureen Morrin (Rutgers University)

In one of the tests, the authors of the research program on scent marketing asked consumers to evaluate three groups of pencils – an unscented one, a second one with the scent of pine (typical of wooden products), and a third one with the scent of the tea tree. It turned out that the ability to remember and associate information on the tea tree scent, which was untypical for this product category, was the strongest. The product memory lasted longer – two weeks from the client’s contact with the given scent.

What else will BOLS do to surprise us?

More on BOLS brand activities may be found at www.bols.pl/ambasadorki.

CEDC is the largest vodka manufacturer in the world. It produces, among others, vodka brands such as Absolwent, Żubrówka, Bols, Sopolica and Palace. CEDC currently exports Żubrówka to many world markets, including the United States, the United Kingdom, France and Japan. CEDC also manufactures and distributes the Royal Vodka brand, which is the best selling vodka in Hungary, and it manufactures Parliament vodka, the leading sub-premium segment vodka in Russia. CEDC also has ownership interests in the Russian Alcohol Group, the manufacturer of the Zelenaya Marka vodka, which is the top-selling vodka in Russia, as well as the Zhuravli vodka brand, which is another bestselling sub-premium segment vodka in Russia. It is also the largest Polish importer of alcohol brands such as Tequila Sauza, Campari, Jim Beam, Disaronno, and Guinness and Budweiser beers.

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