

Grand Marnier®

Objectives

- Sample 16,000 consumers (35-50 yrs) with Grand Café (black coffee and Grand Marnier topped with whipped cream)
- Promote sales of Grand Marnier
- Educate consumers on Grand Marnier and its Cognac base

Activity

- 2 weeks of activity: 20th November – 29th November
- Branded foyer/front of store sampling at 12 stores

Results

- **16,357 samples** were distributed – 102% of target
- The equivalent of **23 days** of sales were achieved on the day of activity
- Sales the week following the activity were **53% up** on a normal week

