

Whisky purchase and consumption behaviour in Finland

Salla Remes

Author Salla Remes	
Degree programme Bachelor's degree in Hospitality, Tourism & Experience management	
Report/thesis title Whisky purchase and consumption behaviour in Finland	Number of pages and appendix pages 59 + 4
<p>Whisky is a popular alcoholic drink that has been gaining popularity over the years in Finland. Whisky is enjoyed by Finnish people in different ways and in different situations.</p> <p>The objective of this thesis is to study whisky consumption and purchase behaviour of adult Finnish people. The research wanted to answer questions of who consumes and purchases whisky and where whisky is bought from. The research also wanted to find out which preferences people have between different whiskies.</p> <p>The reason for this research was due to the need of information about whisky consumption and purchases that could be utilised in a sales and marketing work in the hospitality and alcohol industry.</p> <p>The theory part of this thesis includes information about different whisky styles, production of whisky and it's history. The theory also consists of statistics of alcohol consumption and alcohol sales in Finland.</p> <p>In the empirical part the ways of conducting the study are explained. The study was conducted as a quantitative research with a questionnaire survey. The survey was answered by 128 people. The results were analysed by using Webropol and Excel- programs and they are displayed using charts.</p> <p>The results gave information about how is whisky consumed, whisky preferences and where is whisky bought from. The results were contemplated on how they could be utilised in the alcohol and hospitality industry. The results can be used for example in whisky marketing.</p> <p>Lastly the evaluation of reliability and validity of the research is considered.</p>	
Keywords Whisky Alcohol Consumption Research Sales	

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1 Introduction

I have learned a lot about whisky and its history while I have been working in the restaurant and alcohol industry. I chose this topic of researching whisky consumption due to my work and the need for information about whisky sales and consumption in the industry. This thesis researched whether there are differences in age groups, genders or living areas in whisky purchases and consumption in Finland. The answers of this research can be beneficial to anyone working with alcohol, who sell or intend to sell whisky, to gain valuable market information about whisky drinking habits. With the results from this research, marketing and sales activities can be planned and implemented.

1.1 Problem setting

There is a huge need for marketing-, and sales strategies in the hospitality industry. Even though marketing and sales are not the same, they are both needed for maximizing revenue. Both sales and marketing should be aimed towards serving the customer but marketing includes more aspects in addition to sales. Marketing includes sales but it also includes other aspects like research, action plans, promotion and advertising. (Abbey 2008, 5.)

Sales have changed with the help of new marketing concepts to focus on what the consumer wants rather than what there is to offer. Salespeople should have a vision on how to make the customer happy. Salespeople should also be able to analyse sales data, measure how potential a market is, gather market information and develop marketing strategies and plans. (Abbey 2008, 5.)

This research was created due to the need of detailed information about whisky consumption and purchases in Finland that could be utilised in hospitality sales and marketing.

1.2 Objective

The research problem for this research was; What kind of people in Finland consume and purchase whisky and in what ways is it consumed. The sub-objectives of this thesis were:

- a. How is whisky consumed?
- b. What preferences people have between different whiskies?
- c. Where is whisky bought from?

1.3 Target group

The target group of this research was over 18 year old adult people who live in Finland and consume alcohol. The target group was to live in Finland because the aim of the study was to research consumption and purchases happening in Finland. The target group was limited to people who consume alcohol, because the sales and marketing strategies that could be implemented based on this research information would focus on alcohol consumers.

2 Whisky

The definition of whisky changes depending on the country and even laws but everywhere whisky is still made from grains, yeast and water and it is stored in a wooden cask for a period of time. The end result is a drink that has a high alcohol level. (Hoffmann 2008, 10.)

This chapter explains in more depth what whisky is, how it's made and how it can be consumed. This chapter also includes history of whisky and how it has developed from the past centuries to the present day.

2.1 Whisky styles and production

There are several different whisky styles. In Alko's webpage (2019 B) different whisky styles have been defined as Scotch blends, Scotch malt whiskies, American whiskies and other whiskies. Other whiskies are from countries like Japan, Sweden or Finland. Alko's webpage explains that Scotch blend whiskies are the most common whisky style, and that they are produced by mixing multiple different whiskies together. In taste they are light, fruity and sometimes oaky. Alko also describes Scotch malt whiskies that they are made from malted barley and only from one distillery's whiskies. Alko's description of malt whiskies is that they taste strong and are sometimes smoky in flavour. Russell (2003, 279-281) has stated that Scotch whisky is made in Scotland from cereals, yeast and water only and that there are two types of Scottish whisky, malt whisky and grain whisky which in this case means blended whisky.

Alko (2019 B) describes American whiskies that they are often made from corn in which case they are called bourbon and that corn makes the taste softer with maturation in new oak casks that give vanilla flavours, while Russell (2003, 279-281) describes American whiskey that it is an alcoholic distillate from a fermented mash of grain, stored in oak containers and bottled at no less than 80 % proof.

By observing the definitions above, it seems that there are many different ways of defining whisky. There are still some general rules and regulations that adhere to what can be called certain types of whiskies and they are listed below.

Scotch whisky is defined in UK law in the Scotch whisky order, that it can be called Scotch whisky with only the following details:

- Whisky has been produced at a distillery in Scotland from water and malted barley
- Distilled in alcoholic strength less than 94,8 %

- Has been matured in Scotland in oak casks of maximum 700 litres for at least three years
- No substance other than water and spirit caramel has been added (Russell 2003, 279.)

Broom (2014) explains the differences between different whiskies in the following way. Single malt whisky is made only from malted barley but other whiskies can be made from grains like corn, rye or wheat (Broom 2014, 44-45). A scotch blend whisky is a mixture of grain whisky and single malt whisky (Broom 2014, 56). Bourbon whisky is from America and it has to contain at least 51% corn (Broom 2014, 44). It also has to be matured in new American oak casks. (Broom 2014, 54).

Because there are so many definitions and regulations used to indicate whisky styles, it seems that certain style of products represent a certain type in ingredients or taste. If for example a bourbon whisky is always made from a certain ingredient and in certain way, consumers who have tasted bourbon whiskies probably know what to expect.

Whisky is also produced in a certain way, Nikkanen (2017) explains the production steps in the following way. The only allowed grain in single malt whisky is malted barley. First the barley is malted by soaking the barley in tanks of water for a few days. The barley starts to sprout and it continues for around five days. The goal for the malting is to activate the enzymes in the grains to convert the starch in the barley to sugar. The barley is then dried to make sure that the barley doesn't start to grow. The smokiness or non-smokiness in whisky comes from the method of drying the barley. Some distilleries burn peat which creates a smoky flavour to the barley when others use coal to get no smokiness. (Nikkanen 2017, 11, 14.)

After the barley is dried, it's grinded finer. The crushed barley is then pumped to large containers which are called mashtuns and warm water is added. The warm water converts the starch in to sugar and the sweet liquid that comes out of this process is called wort. Yeast is added to the wort and together with the sugar, alcohol is made. The liquid is then distilled and put in to oak casks to age. (Nikkanen 2017, 14-15.) Distilling is when a pressurized copper still is heated to evaporate alcohol (Nikkanen 2017, 18).

The maturation of whisky has to be done in oak casks (Broom 2014, 53). Broom (2014) explains about the maturation of whisky like so; During maturation the harsh elements of the spirit are evaporated and the liquid absorbs colour, aromas and tannins from the barrel. Bourbon whisky has to be matured in new casks but other whiskies re-use casks. (Broom 2014, 53-54.)

Broom (2014, 53) claims that up to 70 % of the flavour in whisky comes from the barrel or in other name cask it is matured in, while Nikkanen (2017,19) claims that 60 – 80 % from the flavour comes from the cask. While Russell (2003, 211) states that the most important contributor to the flavour is the cask, it is clear that the cask plays a significant role in the flavour even though there might be differing opinions on how much.

Different oak casks give different aromas, Nikkanen (2017) gives an example that he has tasted whiskies with very different taste profiles even though originally the liquid has been completely the same. The whiskies have only been matured in different casks which have created the difference. (Nikkanen 2017, 52-53.) American oak is first used in bourbon whisky and then re-used in different countries for other whiskies and European oak is used in maturing sherry and then used in whisky maturation (Broom 2014, 54). Sherry is a fortified white wine (Wines from Spain 2017). Both Broom (2014) and Nikkanen (2017) state that American oak gives aromas like vanilla, coconut and cherry pine and sherry casks give aromas of dried fruit, clove and resin. (Broom 2014, 54; Nikkanen 2017, 55-56). If multiple sources list the same taste profiles for certain cask types, the flavour profiles are probably accurate.

Whisky is very versatile in ways of enjoying it (Honkanen & Nikkanen 2013, 15). It can be enjoyed neat meaning that there is nothing added in it, on the rocks which means with ice, or in cocktails. Whisky can be enjoyed with different soft drinks like soda, tea or even coconut water. Whisky's taste and texture allow for different creations in cocktails, it can be used in sweet, spicy, sour or bitter cocktails. (Johnnie Walker Webpage 2016.) Whisky can also be enjoyed with water. Water mixes with ethanol, which in this case is whisky and dilutes it and in different proportions creates different aromas. (Nikkanen 2015, 11.) Nikkanen (2017) claims that there is no right or wrong way to enjoy whisky, there is only the right way to enjoy whisky in that particular occasion (Nikkanen 2017, 30). By observing Johnnie Walker's webpage, which is a whisky webpage on how to to drink whisky, they make the same statement that there is no right or wrong way to drink whisky, as long as you drink whisky (Johnnie Walker webpage 2016). Still many whiskies have their own serving suggestions or preferred way of enjoying a particular whisky.

2.2 Global whisky history

This chapter goes through the global history of whisky and how it has developed in to the products it is today. This chapter also explains differences between whisky countries and how whisky has been consumed through history in different ways.

The art of distilling started from Persia before the 10th century by the works of alchemists Jabir, al-Kindi and Rhazes. Later in the 12th century, due to men called Robert of Chester and Michael Scot the knowledge of distilling was translated from Arabic in to Latin. The first mention of beer being distilled in Britain is in Chaucer's *The Canterbury Tales* in years 1378-1400. The most renowned mentioning in English history of Scottish whisky distillation is from 1494, when recordingly King James IV of Scotland ordered aqua vitae, meaning water of life as in spirit alcohol, from monk Brother John Cor, which Broom (2014) mentions. (Broom 2014, 13-14.) Russell mentions the same history recording (Russell 2003, 1-2).

Although a common perception of distilling history is that the first spirit alcohols were mainly used in medicinal purposes by the English court's physicians, or masters of medicine, some history markings claim that alcohol was used to be enjoyed. For example Hector Boece mentioned this in *The History and Chronicles of Scotland* in 1527. Also a traveller called Fynes Moryson was first of the group of writers who recorded milestones of whisky's history in the 1600s. He discovered whisky in Ireland when he was travelling during a war. He witnessed King James I take over Ulster and hand over the sole right to distil whisky to a man called Sir Thomas Phillips in o'Cahane's county. Over the years flavour distilled whisky would become a popular drink within the landed gentry. (Broom 2014, 14-15.) Gentry was a term used for high-class people (Harte & Quinault 1996, 4).

After the 17th Century whisky distillation started to commercialize in Scotland and Ireland. The government tried to control the consumption with legislation without success. The legislation caused many of the Lowlands area distillers to be run out of business due to costs being higher than prices. In 1784 Scotland was separated in to two parts, the lowlands and highlands with both having their own legislation. In the highlands the government tried to commercialize private farmers' distillations again without success, causing whisky distillation to go underground. Land owners ignored the distilling processes of farmers to keep the tenants on the land. Many of them located in the Glen Livet, Kintyre and Islay areas which were harder to patrol but close enough to have good connections to the markets. In 1823 the legislation was changed to ease the whisky production by relieving taxation and permitting export. After this whisky started to commercialize even more and eventually, legalize. (Broom 2014, 17-19.)

When a need for lower cost whisky emerged in the lowlands, the grain whisky came to be a solution. The changes in legislation in 1853 and 1860 that allowed large-scale blending

were the first steps in to the whisky industry we know today. Blending would initiate certain styles of whiskies and whisky brands would start to have their own signature blends and styles. (Broom 2014, 27-29.)

A lot of settlers who were farmers moved to America from Europe in the 1700's. Once settled in their new land, they farmed rye and corn for food but also liquor, which would be the first versions of American whisky. Whisky started to spread across the country and would start to be shipped in casks. The shipping would take some months just in time for the liquid to get some colour and for it to be smoother. (Broom 2014, 23-24.)

In the beginning of 1800's, the Americans would make Slings or Juleps from whisky that meant putting sugar and herbs in it and later even bitters to make some of the first cocktails (Broom 2014, 24). Bitters are concentrated drops of flavour (Broom 2014, 186). The production of whisky in America started to get consistency from the arrival of modern techniques in 1824. In the same year a distillery was built in Canada for commercial production that would create the basis of Canadian whisky industry. (Broom 2014, 25.)

The civil war in America from 1860 to 1865 made whisky production hard for smaller distillers and it was a luxury not everyone could afford. After the war a lot of distillers were located in Kentucky, which had survived the war in quite good condition. Canadian whisky also started to pour in to America due to the shortage in American whisky. Even though consumption of whisky was declining, eventually it was banned completely in 1920. (Broom 2014, 25-27.)

Alcohol consumption did not increase during prohibition but consumption shifted from beer to spirits. Illegal stills were producing whisky along the Appalachians and Scotch whisky was also coming through American borders. Whisky was produced in America up until World War II which forced whisky production to be shut down. Scotch whisky was shipped to America during the war and it continued afterwards. (Broom 2014, 34-38.)

By examining the history of whisky production and consumption, it is clear that different types of whiskies have existed a long ago already and they have been consumed in different ways through history.

2.3 Whisky today

From the early 1900's whisky was consumed more until 1970's when it started to decline. In the 1980's many distilleries were forced to shut down due to the decline in whisky consumption. During the decline, single malt whiskies started to gain popularity and the trend

has continued. Also other whiskies have gained market share and the biggest increase in whisky sales in total has been after the new millennium. (Broom 2014, 34-41.)

After the millennium whisky has been doing globally really well. In Finland there has been new distilleries and new Finnish whiskies coming to the market. The whisky culture in Finland has been rising and there are several whisky associations with whisky enthusiasts operating in Finland. (Nikkanen 2016, 7.) Chapter 2.4 explains the history of whisky in Finland.

2.4 Whisky history Finland

The first steps in to Finnish whisky making were made at the same time when Alko alcohol store was founded. The first recorded references to whisky making are from 1930, but it didn't proceed to further inspection from there. The interest of whisky distilling already existed at the founding years of Alko, for example restaurateurs Lisko and Klink were interested in making "smokeliquor" that would have been the equivalent of English whisky. However, their motion was denied. (Nikkanen 2017, 74).

Professor Heikki Suomalainen can be thought as the founding father of Finnish whisky, who was the industry manager of Alko from 1958 to 1982. He did excessive research about whisky making for years with the influence of economical perspectives and the use of domestic ingredients. From this research, the first Finnish whisky Lion Blend was born in 1968 that had Finnish grain whisky in it. (Nikkanen 2017, 74).

In the beginning of 1970's the experiments of ageing Scottish whisky in Finland were started. In 1973 the first ageing experiments of whisky aged in Finland were executed with comparison to samples that had been ageing in Scotland for the same time period. The experiments were continued for years and they created the foundation for Finnish whisky development. (Nikkanen 2017, 78.)

In 1976 the distillation of Finnish whisky that was intended to be similar to Scottish whisky was started by Alko. The first product was called Alko Whisky that was launched in 1981. Alko Whisky was not directly a replica from another product but the creators wanted it to be distinctive and pleasing to the Finnish taste. The product gained high expectations which led to disappointment. Alko Whisky had a peak in sales when it was launched but didn't succeed as well as it was supposed to. Whisky drinkers were used to Scottish style whiskies and didn't approve the new domestic whisky that clearly was different in style. Due to the lack of success for Alko Whisky, other products were developed that would be more similar to Scottish whisky. (Nikkanen 2017, 78-98.)

Whiskies distilled in Finland ended mainly in three products; Lion Blend, Alko Whisky and Whisky 88. First Lion Blend was taken out of the market in 1990, then in 1994 Alko Whisky was taken out also and in 2000 Whisky 88's recipe was changed so that it was not classified as Finnish whisky anymore. One reason for the decline of Finnish whisky, was Finland joining EU in 1995, which meant taking down the importing monopoly. A lot of new products came to the market and demand shifted towards imported products instead of domestic ones. (Nikkanen 2017, 104.)

Private whisky distilling in Finland started in 2001 when a man called Mika Heikkinen from Beerhunter's in Pori distilled the first Finnish malt whisky called Old Buck. Teerenpeli distillery soon followed in 2002 and launched their first 3 year old whisky in 2005. For about 10 years, only Beer Hunter's and Teerenpeli distilled whisky in Finland but after that distilling started to expand. (Nikkanen 2017, 106-108.)

After 2010 distilleries like Valamo Monastery Distillery, Kyrö Distillery Company and Helsinki Distilling Company started distilling whisky in Finland. Whisky in Finland has been gaining popularity, including Finnish whiskies. (Nikkanen 2017, 108.)

3 Alcohol and whisky in Finland

This chapter goes through the history of alcohol consumption in Finland as well as current statistical information about alcohol and whisky consumption and sales in Finland.

3.1 Alcohol history in Finland

The definition in Finland of an alcoholic drink is a drink that is intended for consumption and it consists of at least 2,8 percent and maximum 80 percent of ethyl alcohol. Spirit alcohol consists of at least 22 percent ethyl alcohol. (THL 2018A.)

Spirit alcohol had come to Finland in the 16th and 17th centuries. In 1866, home stilling was prohibited due to tax politics but alcohol consumption still remained quite the same. In the mid 1800's a sobriety movement started to rise, first against home stilling and after that the aim was total sobriety. The prohibition law was set in 1919 but it had no negative effect in alcohol consumption and alcohol was even smuggled from overseas to Finland. (Yle 2012.) Alcohol was also made legally for medicinal purposes and imported to Finland with the same justification, including multiple whiskies (Honkanen & Nikkanen 2013, 8).

The prohibition law was revoked in 1932 and Alko alcohol stores started to sell alcohol. During the war the sales were quite restricted still, and there were even "alcoholcards" that were given to monitor the purchases. (Honkanen & Nikkanen 2013, 8.) The "alcohol-cards" were removed in the 1970's due to the huge need of resources it took to monitor the cards, and it was found that monitoring was not efficient anyway. (Yle 2012.)

Beer was released from Alko to sales in other stores in 1969 which lead to a massive increase in alcohol consumption all the way to the 1990's. From 4 litres to 9 litres of pure alcohol per person per year, to even 10 litres, alcohol consumption started to shift from distilled spirit alcohol to milder alcoholic beverages. (Yle 2012.)

In 1995 Finland joined EU which removed the production- and import monopoly from Alko. Only the retail monopoly was left to Alko. (Honkanen & Nikkanen 2013, 8.) When alcohol trade was opened and it became easier to import alcohol from EU countries, people started to bring alcohol from especially Estonia. Alcohol taxes were deducted by even 44 % when Estonia joined the EU and the consumption of alcohol grew even more. Since the deduction, the taxes have been increased multiple times and are around the same level than what they were before. (Yle 2012.)

In 1995 a corporation was founded that consisted of three separate companies, Alko Oy which had the sole right to retail alcohol, Primalco Oy which was practising industry and export and Alko-yhtiöt Oyj which was the parent company and owner of Alko and Primalco. Alko Oy was left with the monopoly status of over 4,7 % alcohol containing products retail rights. In 1995 Alko's administrative authority of alcohol trade was ended and shifted to social and welfare product control center. The changes were due to Finland joining Europe's economic region. (Alko 2016A.)

In 1999 Alko Oy started its operation as an independent retail organization of alcohol products. It is owned by the government and it is monitored and administered by the ministry of social and healthcare. Alko Oy is a chain of stores specialized in alcohol. Alko does not produce products but buys them from foreign and domestic producers. (Alko 2016A.)

Alko is one of the specialized government owned organizations that has a monopoly status, which is why Alko is effected by laws that regulate its operations. One of these laws is for example the alcohol law, which has the purpose of guiding consumption to prevent the societal, social and health issues that alcohol consumption might cause. (Alko 2016B.)

3.2 Whisky in Finland today

Alko is one channel where whisky can be bought from in Finland, but another channel is restaurants and bars where whisky is served. The huge request for single malt whiskies in Finland has created a big growth in restaurants' whisky selections. In the beginning of the millennium there were not many restaurants that had a big variety of whiskies to offer. After that it has grown and there are tens of places that have over hundreds of whiskies in their products assortments. Whisky is also used more in cocktails that engage new consumers to the product. (Honkanen & Nikkanen 2013, 14-15.)

Honkanen & Nikkanen (2013, 78-83) have listed multiple different whisky cocktail recipes in their book designed by Finnish bartenders from cocktail bars so it appears that whisky is popular for cocktail use as well.

Due to the increased interest for whisky in Finland, whisky associations have started to operate in Finland (Honkanen & Nikkanen 2013, 12). Currently there are different whisky associations operating in Finland who have co-operation with bars and restaurants. By observing one association's webpage, Fellowship of whisky, there are 47 bars from all over Finland listed who have co-operation with the association. There are also multiple whisky associated events listed on their webpage. (VYS 2019B.) By observing their Facebook

page, there are over 3000 likes on the page. There are also announcements of new members joining the association. (VYS 2019A.) Based on this information, the hypothesis can be made that there is interest and growing interest for whisky in Finland.

According to Alko statistics, the most sold whiskies in Alko are Highland Way, Highland Bird and Glen Scanlan (Alko 2019 A). They are all scotch blend whiskies and they are slightly peaty / smoky (Alko 2019 C-E). The most sold single malt in Finland is Laphroaig, which is the seventh most sold malt whisky in the world. It is made from heavily smoky peated malt and is matured in bourbon casks. (Nikkanen 2017, 344.)

3.3 Alcohol statistics

By observing Alko statistics it is found that the sales of spirit alcohol in Alko is declining.

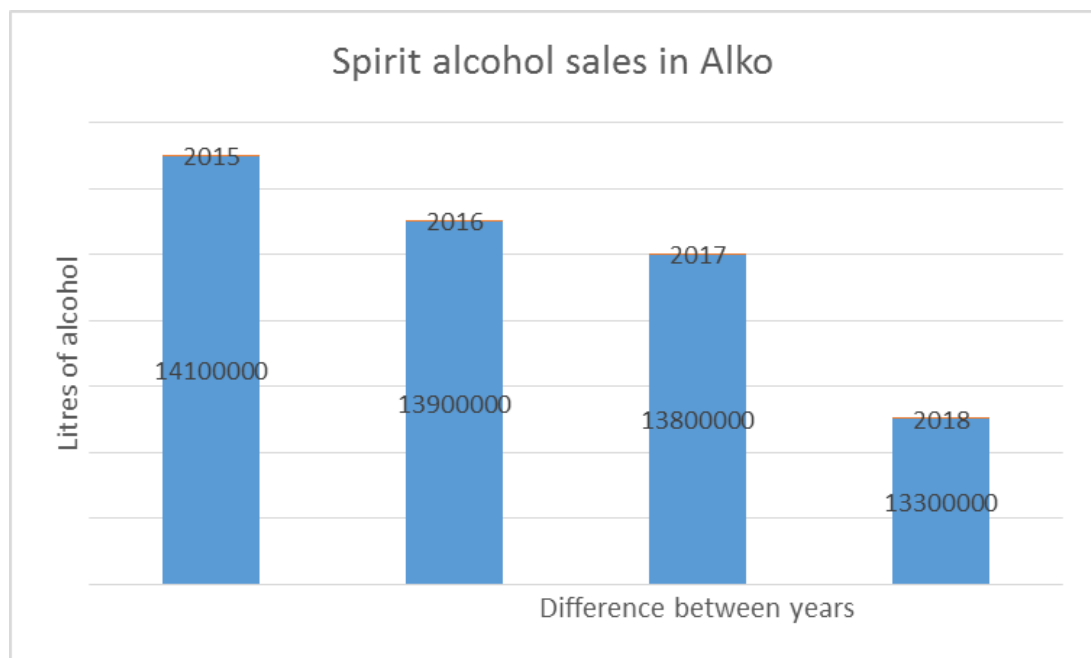


Chart 1. Sales of spirit alcohol 2015 – 2018 (Alko, 2018)

Chart 1 displays the sales of spirit alcohols in Alko from years 2015 to 2018. The decline from 2015 to 2018 is 800 000 litres of alcohol. The category spirit alcohols includes vodkas and other spirits, including whisky. 800 000 litres is a huge decline in spirit sales for a small market like Finland. There is a possibility that alcohol is purchased from elsewhere rather than declining in total even though Alko sales are lower than three years ago.



Chart 2. Whisky and spirit sales in Alko (excluding gins & vodkas) 2015-2018 (Alko, 2018)

Chart 2 displays the sales of spirits and whiskies in Alko excluding gins and vodkas from year 2015 to 2018. The chart displays that the whole segment of spirit sales has declined. In total all whisky sales have declined in Alko from 2015 to 2018. Blended scotch segment has declined but scotch malts and other whiskies have slightly increased in sales. Other whiskies segment includes whiskies from other countries than Scotland, like America, Ireland, Finland and Japan. Even though blended Scotch whisky sales have declined, it is still clearly the biggest segment. The statistic also gives a view of how much whisky is compared to total spirit sales in Alko.

It seems that Scotch malt whiskies and other whiskies segment are increasing in demand while other segments are lower than before. It indicates that there is an increasing demand for certain whisky products in a segment that is otherwise declining.

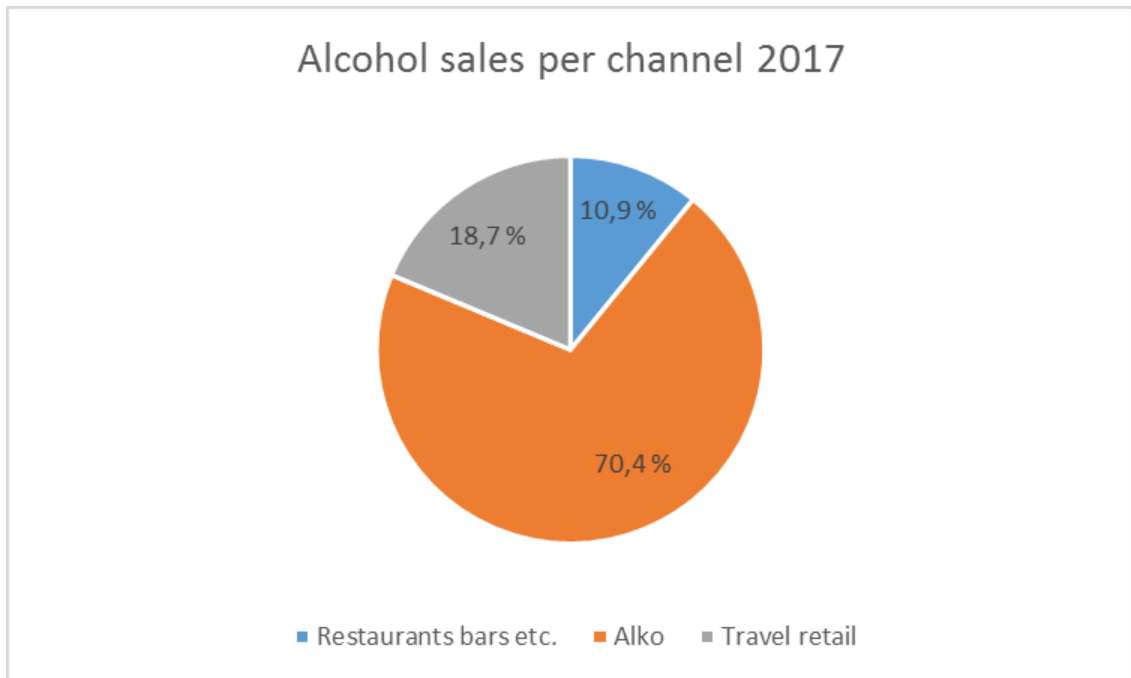


Chart 3. Alcohol sales per channel (Mara 2017)

Chart three displays the division of alcohol sales in Finland between different sales channels from year 2017. In Finland in 2017, 10,9 percent of alcohol purchases were made from restaurants, bars and other places which serve alcohol. 18,7 percent was brought in from abroad as travel retail and 70,4 % was purchased from Alko.

70,4% for one channel is a very big portion of alcohol sales, so Alko is a major part of alcohol sales in Finland. If most of the alcohol is purchased from Alko, a decline or an increase in a certain segment's products are significant, which is why it is a positive outcome that malt whiskies and other whiskies are increasing in Alko.

According to THL Finnish health department statistics, the consumption of alcohol grew 0,6 percent in year 2018. The increase in total consumption was due to increased grocery store sales of 4,6 % and travel retail sales increase of 3,8 %. In addition to that, bar and restaurant sales grew 0,6 %. From the different sales channels, only in Alko there was a decline of 5,1 %. (THL 2019.) Even though Alko is a major part of alcohol sales in Finland, it seems that other channels are increasing their market share and Alko is slowly declining. Restaurant sales are still the smallest channel of only 10,9 % and a very small increase of 0,6 %.

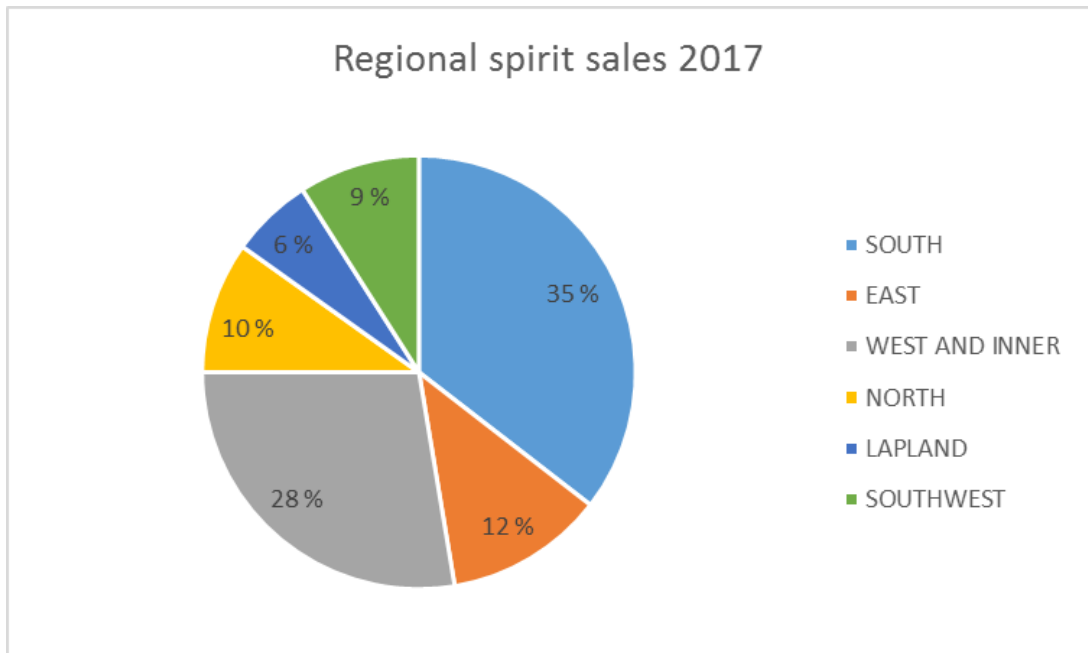


Chart 4. Regional spirit sales in Finland 2017 (THL 2017)

Chart four displays the statistical regional differences in spirit alcohol sales in Finland from year 2017. The statistics include alcohol sold from Alko and regional restaurants bars etc. The statistic only displays alcohol sold in the region and therefore does not display the amount consumed due to the possibility of alcohol being purchased from elsewhere.

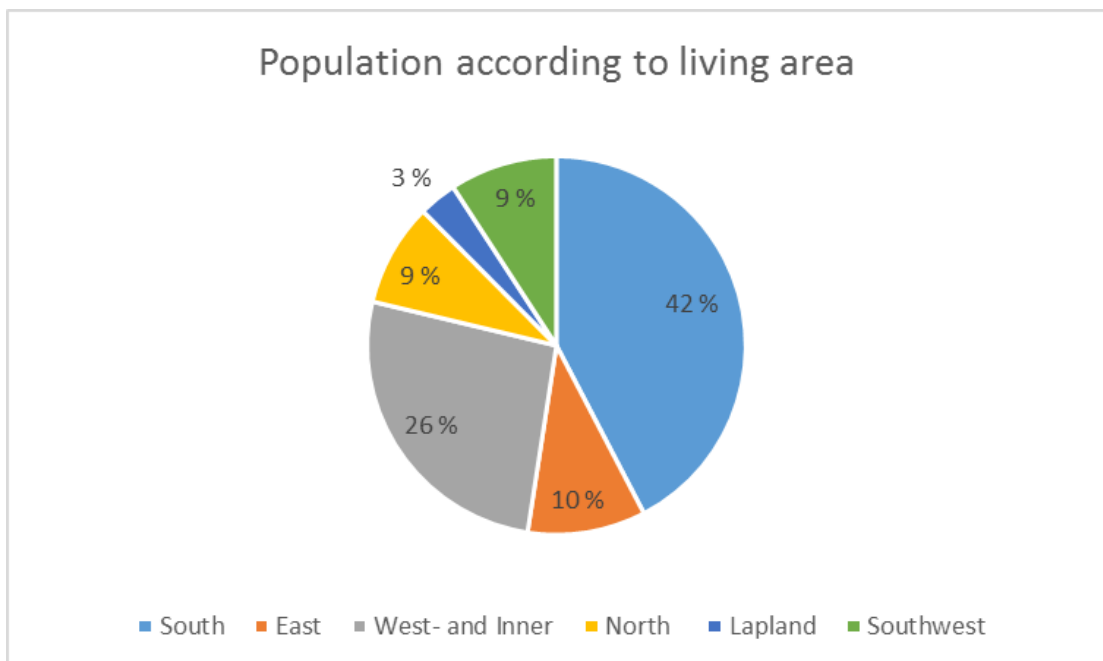


Chart 5. Population according to living area (Väestöliitto 2018)

According to Väestöliitto statistics 2018, 42 % of the population live in Southern Finland including Uusimaa, Kymenlaakso, Etelä-Karjala, Häme and Päijät-Häme. 10 % live in

Eastern Finland including Pohjois-Karjala, Pohjois-Savo and Etelä-Savo. 3 % live in Southwest Finland including Varsinais-Suomi and Ahvenanmaa. 26 % live in Western and Inner Finland including Pohjanmaa, Etelä-Pohjanmaa, Keski-Pohjanmaa, Keski-Suomi, Pirkanmaa and Satakunta. 9 % live in Northern Finland including Kainuu and Pohjois-Pohjanmaa and lastly 3 % live in Lapland. (Väestöliitto 2018.)

When comparing chart 4 and chart 5, it is shown that in Southern Finland the population percentage is higher compared to regional spirit sales percentage. The highest spirit sales percentage compared to population is in Lapland, where the population according to living area is only 3 percent but the regional spirit sales is 6 percent. In Southwestern Finland the consumption percentage was equal to the population percentage. In Northern, Eastern, Western and Inner Finland the consumption percentage was slightly higher than population percentage.

According to THL study of Finnish drinking habits, 77 % of Finnish adult people drink alcohol at home. THL study also displays that 27 % or 1 100 000 of adult Finnish people drink more than 5 servings of alcohol more than 12 times a year and 30 % 1 – 11 times a year. (THL 2018B.)

3.4 Alcohol sales and marketing

There is a huge need for specified marketing and sales strategies in the hospitality industry (Abbey 2008, 5). Russell (2003) has defined marketing as: the analysis, planning, implementation, and control of programmes designed to bring about desired exchanges with target audiences for the purpose of personal or mutual gain. Russell also defines marketing as: the management of all the functions required to satisfy customers and maximize profit in the long run for the company. (Russell 2003, 311.)

It is essential that the needs of hospitality customers are met (Abbey 2008, 26). One way to meet the customers' needs is with a marketing plan that should be based on thorough research (Abbey 2008, 35). A marketing plan is a guide for marketing, sales, advertising and promoting (Abbey 2008, 65). This research can help to give information on whisky consumers to hospitality or alcohol companies who sell or intend to sell whisky. If a hospitality company knows their target market they can sell or market the right products with the information gathered from this research. A target market is a segment from a market that a company identifies as the most potential customer which the marketing activities should be faced towards (Abbey 2008, 65).

For a whisky company a marketing plan can be implemented from this researches information. When knowing the preferences or purchase behaviour of the consumers, the marketing activities can be faced towards certain groups of people.

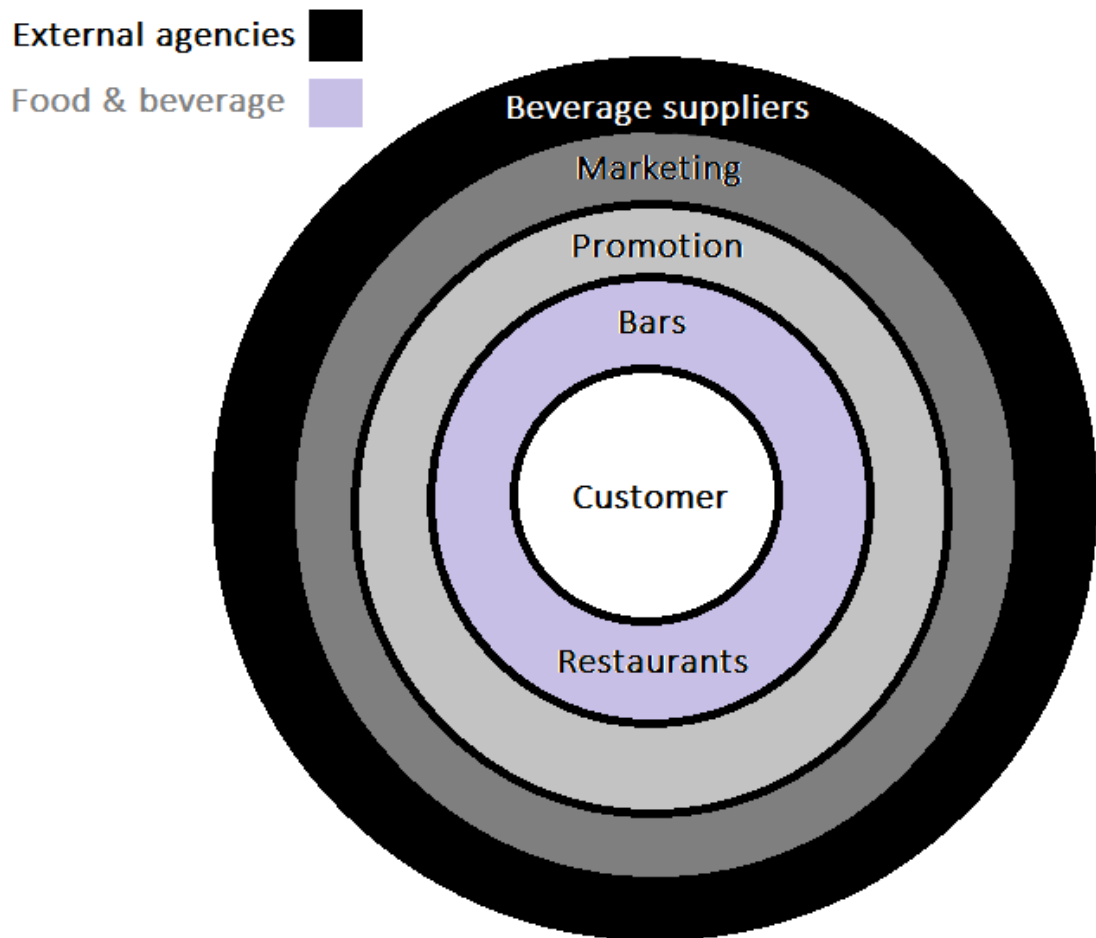


Figure 1. Food and beverage relationships with external agencies (modified from Van Der Wagen 1999, 169.)

Figure 1 is modified from Van Der Wagen's book Professional Hospitality figure of food and beverage relationships with external agencies where the relationship of hospitality companies like bars and restaurants relationship to the customer, marketing and external agencies are displayed. (Van Der Wagen 1999, 169.) The customer is in the centre of the ring. The closest link to the customer is the bars and restaurants. Promotions and marketing influence the customer. Promotions and marketing are between external agencies and bars and restaurants. Marketing and promotions can be implemented by the beverage suppliers to the bars and restaurants to reach the customers. In this case a whisky company can together with the restaurants and bars promote and market the products to the customers, which in turn can benefit the revenue in the bars and restaurants.

Marketing spirit alcohol to consumers in public places in Finland is illegal (Finlex 2017). Spirit alcohol means alcohol products that contain more than 22 percent and maximum 80 percent alcohol (Valvira 2018). Spirit alcohol products are allowed to be marketed only in places where they are produced, retailed and served, meaning that they are not allowed to be marketed in public places. (Finlex 2017.)

These alcohol marketing limitations are stated in in Finnish law. Because spirit alcohol marketing is illegal in public places, the best option in Finland is to promote and market the products in the restaurants, bars and events where alcohol is served.

4 Research methods

In this chapter it is explained how the research was conducted, which tools were used in it and how the analysis of the research was executed.

4.1 Target

The purpose of this study was due to a need of detailed information of whisky consumption in Finland to be utilised in the hospitality and alcohol industry. Target of this study was to gather information about Finnish whisky consumers, their whisky drinking habits, preferences and purchase behaviour. The target was also to find out whether age, gender or living area have effect on whisky drinking habits.

The research problem for this research was that what kind of people in Finland consume and purchase whisky and in what ways is it consumed. The sub-objectives of this thesis were:

- a. How is whisky consumed?
- b. What preferences people have between different whiskies?
- c. Where is whisky bought from?

The research was built around the objective and the sub-objectives and the following methods were used to get the wanted results.

4.2 Study methods

The study was conducted as a quantitative research. A quantitative research can also be named as a statistical research as it examines number and percentage based questions (Heikkilä 2008, 16). The idea in quantitative research is based on stating facts objectively. The central themes in quantitative research is conclusions or theory from previous studies or existing information, presenting hypothesis and defining concepts. (Hirsjärvi, Remes & Sajavaara 2007, 135-136.) A quantitative research answers questions for example like what, where, how much and how often (Heikkilä 2008).

In quantitative research it is also common that the information is gathered in a way that it can be measured in quantities and numerically. The target group in the research is defined as a population and a sample of this group is taken to participate in the research and represent the population. The variables are often converted in to a chart and the information is statistically analyzed. (Hirsjärvi, Remes & Sajavaara 2007, 136.)

In this thesis, the quantitative research method was used to conduct the study. The results were wanted from a large group of people and the study was conducted to give information about the whisky market, which is why the quantitative research method was a natural choice for this research. The questions that needed answers were how, what and where and the results could be stated in statistics and percentages which is why quantitative research was used.

The information for this research was gathered using a questionnaire survey. A questionnaire survey means that the information is gathered in a standardized way and the target group is a part of the research population. Standardized means that if for example you want to find out how educated the sample group is, it has to be asked in the exact same way from everyone. The benefit of a questionnaire survey is that a large amount of information can be gathered from a lot of people and multiple questions can be asked. It is efficient because it saves time and effort. The weakness of a questionnaire survey is that it can't be made sure how truthfully and seriously the participants have answered the questions. It is also hard to know how educated the participants are of the subject and have the answering options been relevant to their answers. (Hirsjärvi, Remes & Sajavaara 2007, 188-190.)

The reason why a questionnaire survey was chosen for this research was due to it being an effective way to gather information about the research topic. The questionnaire survey was a fast and easy way to get the wanted information from the participant and due to the lack of time and resources, a questionnaire survey was a good option.

The target group for the research were over 18 year old people who live in Finland and consume alcohol. According to Väestöliitto, from the total population of 5,513 million people in Finland, over 16 % of the population is under 18 years old so they were excluded from the target group (Väestöliitto 2018). 15 % of Finnish adult population is sober according to THL statistics of drinking habits so those were also excluded from the target group. (THL 2018C). This left an approximate 3,8 million of adult alcohol consumers in Finland.

The population of the research was extensive, which is why a sample had to be taken of the population. A sample is a representing smaller scale group of the population (Heikkilä 2008, 33). The sample was a cluster sample of the population, in this case a Facebook group. A cluster sample means a naturally formed group of people (Heikkilä 2008, 39).

The Facebook group that the survey was published in was intended for adult people who live in Finland and who drink alcohol so the people in the Facebook group represented the population of the research well and therefore a sample could be formed from this group. The Facebook group was a beer group that had 16 000 people in it and they were from all over Finland and of different age. The administrators of the Facebook group were contacted to make sure it is okay to publish the survey in the group. Once the permission was granted, the survey was published with the following cover letter that can be seen in the appendix 1. Survey. The link to the survey was open for two weeks, and was published in April 2019.

Table 1. Displays a matrix which shows the linkage between the sub-objectives, theory, results and survey questions.

Table 1. Matrix

Sub-objective	Theory	Results	Question
A.	2.1, 2.2, 2.3, 2.4, 3.1, 3.3, 3.4	5.2	4, 7, 8
B.	2.1, 2.2, 2.3, 2.4, 3.2, 3.3	5.3	9, 10, 11, 12, 13
C.	3.1, 3.2, 3.3, 3.4	5.4	5, 6

The survey was designed to give answers to the sub-objectives. The background variables of the participants were age, gender and area of residence. The results were analyzed using the background variables to see whether there are differences in whisky consuming habits between genders, age groups or living areas. A variable is what the results are measured with (Holopainen, M. & Pulkkinen, P. 2013, 16). All of the answering options in the survey were multiple choice questions or on a nominal scale. A nominal scale means that the answering options are classified and they are all equally measurable (Tilastokeskus 2019).

Survey is displayed as appendix 1. Question 1, 2 and 3 were background variables. Question four in the survey was to determine that is there a certain group who consume whisky more or less. Question five was to determine which kind of people order whisky in a restaurant or bar. Question six was to determine which kind of people buy whisky from Alko. Question seven was to determine whether there are certain groups of people who prefer certain ways of drinking whisky. Question eight was to determine where the actual consumption is happening. Question nine, ten, eleven, twelve and thirteen were to determine whisky preferences in style, ingredients, casks and countries.

4.3 Analysis

The survey was created with Webropol. The answers from the survey were analysed using Webropol and Excel – programs. Webropol has the opportunity to run the data straight in to a report. The data was run also in to excel and divided in to categories. The results were then illustrated using charts and other graphics to make the information easier to read. As the answering options were on a nominal scale, the only possible way to analyse the results were to take the mode from the answers. A mode, in shortened Mo, is a measure of central tendency, which is the most frequent value of a variable or it is the class that has the highest frequency (Holopainen, M. & Pulkkinen, P. 2013, 56).

Lastly, the evaluation of how the results could be used and the reliability and validity of the research was contemplated. Validity in a research means that how well is the research measuring what was intended to be measured. Reliability means that how reliable is the data gathered. It can be tested for example by repeating the research in a different time to see whether the results generated are similar. (Holopainen, M. & Pulkkinen, P. 2013, 13.)

5 Results

In this chapter the results are displayed and analysed. The analysis of the research is illustrated with graphics.

5.1 Basic analysis

The basic analysis includes the background variables of the respondents. 128 people in total answered the survey. The first background variable was age. The age groups were divided in to four categories;

1. 18 - 30 year old
2. 31 - 50 year old
3. 51 - 65 year old
4. 66 and over

Out of the 128 people, the majority were 31-50 year old with 61 answers being 48 % of the total respondents. The second biggest group was 18-30 year olds with 44 answers being 34% of the total. 12% of the respondents were 51-65 year old with 15 answers and 6 % were 66 years or older with 8 answers. Chart six illustrates the division between age ranges in the respondents.

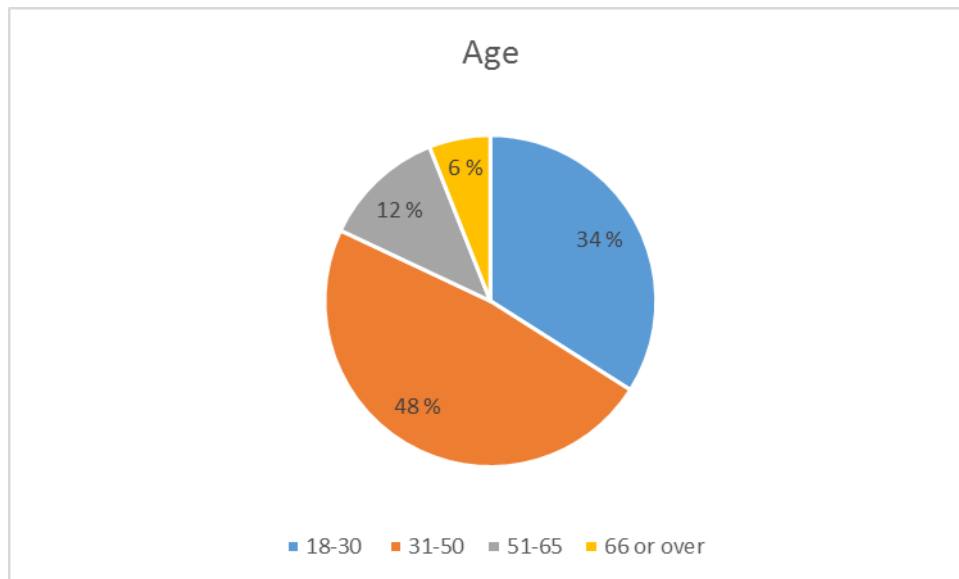


Chart 6. Age of respondents

The second background variable was gender. Out of the 128 respondents the majority were female, with 95 answers being 74% of the total and 26 % of the respondents were male with 33 answers. Chart 7 illustrates the division between genders in the respondents.

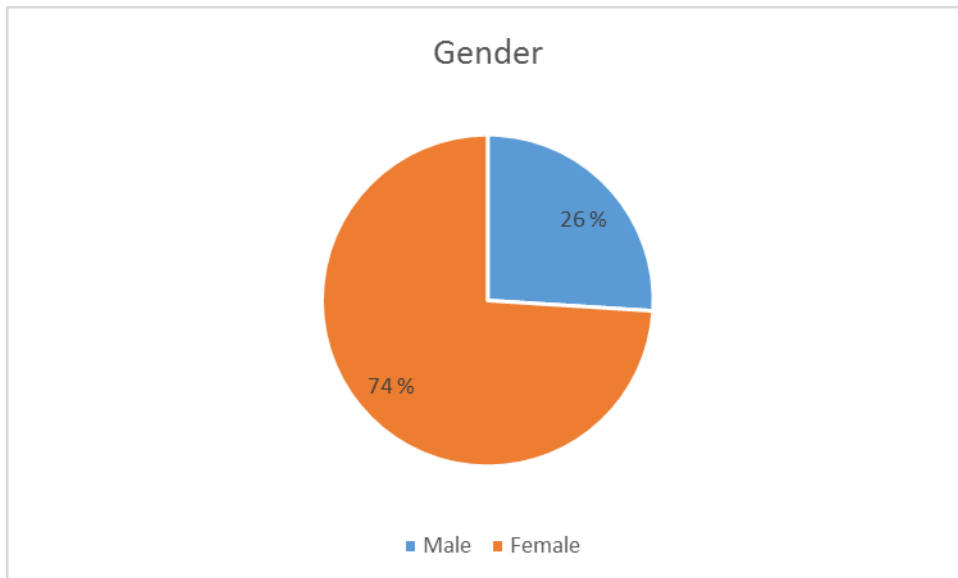


Chart 7. Gender of respondents

The third background variable was place of residence. The research was answered by people from all over Finland. Out of the 128 respondents, the majority of them were from Southern Finland with 63 answers, being 49% of the total. The second biggest group was from Eastern Finland with 20 answers, being 16% of the total. 17 of the respondents lived in South-Western Finland, being 13 % of the total. 14 people lived in Western and Inner Finland, being 11 % of the total. 8 people lived in Northern Finland being 6 % of the total and the smallest group was from Lapland with 6 answers, being 5 % of the total respondents. Chart 8 displays the division of respondents between places of residence.

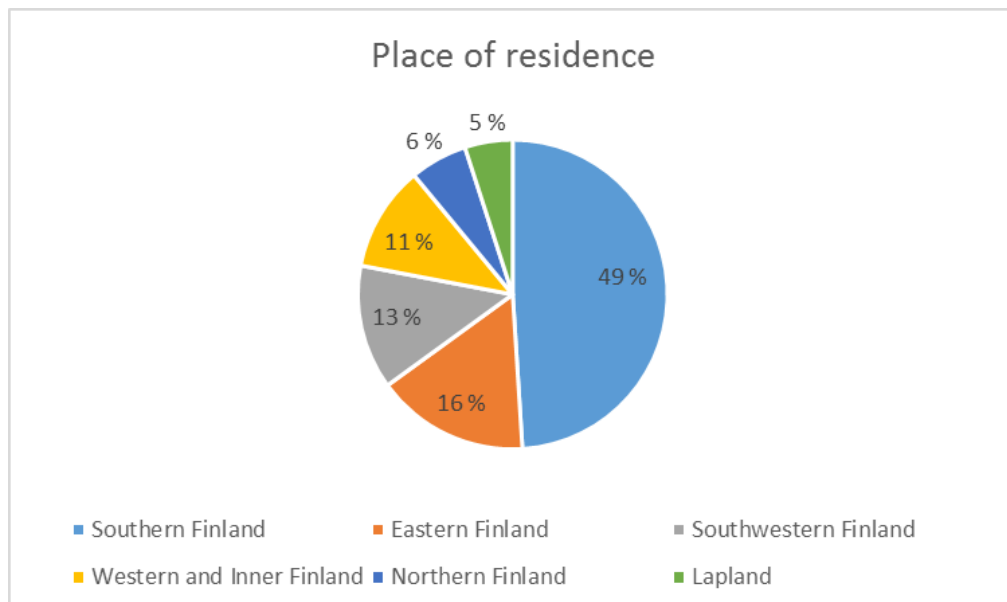


Chart 8. Place of residence

5.2 Whisky drinking analysis

The first part of the analysis focuses on the research problem; What kind of people in Finland consume and purchase whisky and in what ways is it consumed, combined with sub-objective A; How is whisky consumed. Questions four, seven and eight of the survey was focused on giving answers to sub-objective a.

Question four in the survey was; Do you drink whisky. The answering options were;

- Never
- Less than 6 times a year
- 6-12 times a year
- Over 12 times a year

Chart 9 displays the frequency of drinking whisky of the respondents. The mode of drinking whisky was less than 6 times a year, with 51 % of the respondents choosing that option. Second biggest group didn't drink whisky at all with 27 % of the respondents choosing that option. 12 % answered to drinking whisky 6 – 12 times a year and only 10 % answered to drinking whisky more than 12 times a year.

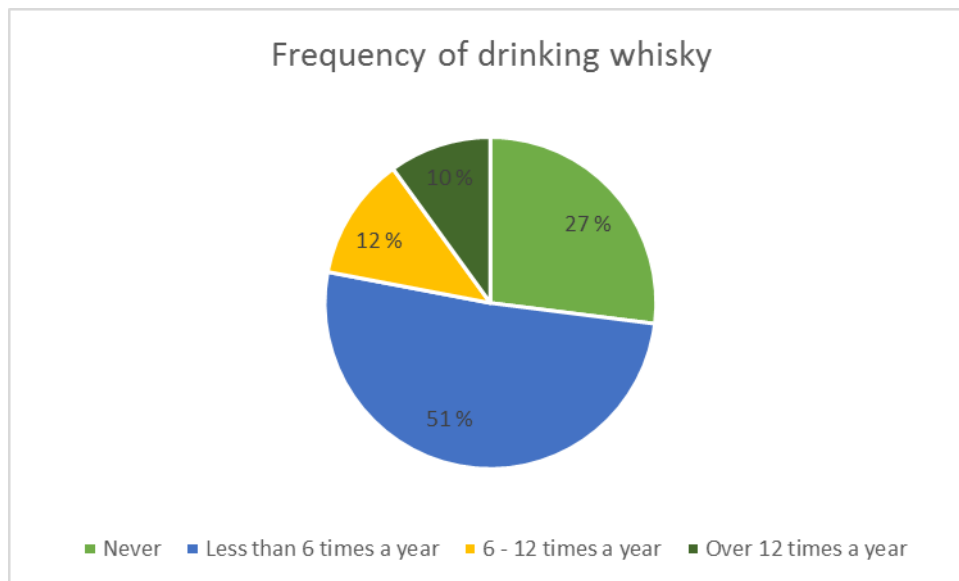


Chart 9. Frequency of drinking whisky of the respondents

Chart 10 displays the answers between different age groups. When comparing the frequency of drinking whisky between different age groups in the respondents, the age group consuming whisky the most often was 51-65 year olds, with 31 % of them answering to drinking whisky more than 12 times a year. The second most frequently whisky drinking age group was 31-50 year olds with 11 % of them answering to drinking whisky more than

12 times a year. Only 3 % of 18-30 year olds answered to drinking whisky more than 12 times a year and none of the respondents in the oldest age group.

The most common answer in all age groups was drinking whisky less than 6 times a year, with most people from all age groups choosing that option. The oldest age group of 66 or over had 37 % of the respondents answering to never drinking whisky, which was the highest percentage of non-whisky drinkers.

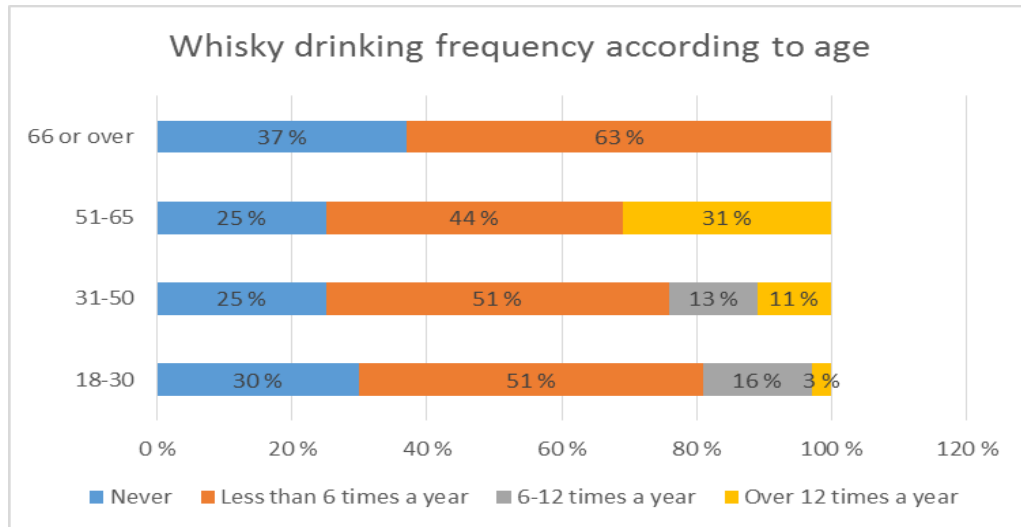


Chart 10. Whisky drinking frequency according to age

Chart 11 displays the division between genders in the answers. The most frequently drinking gender was male, with 24% out of all male respondents answering to drinking whisky more than 12 times a year. Only 5 % out of all female respondents answered to drinking whisky more than 12 times a year. The most respondents of both genders answered to drinking whisky less than 6 times a year, with 37 % out of male respondents and 55 % out of female respondents. A big percentage of female respondents answered to not drinking whisky at all with 35% out of all female respondents, while only 9 % of all male respondents answered to never drinking whisky.

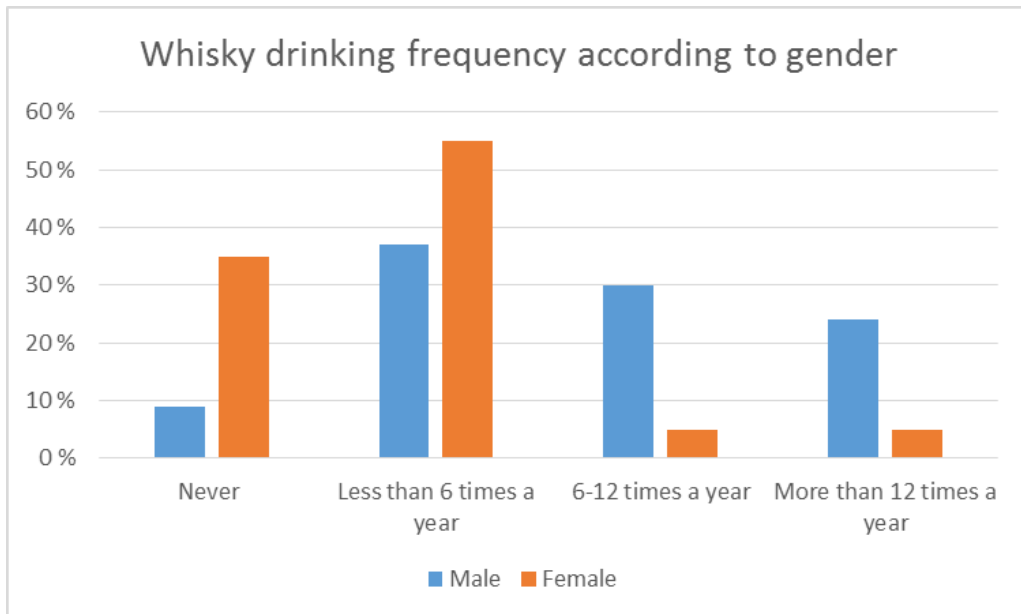


Chart 11. Whisky drinking frequency according to gender

Chart 12 illustrates whisky drinking frequency according to place of residence. The results didn't show any significant differences between places of residence. Lapland had the biggest percentage of non-whisky drinkers with 57 % out of all Lapland respondents answering to never drinking whisky. Southern Finland had least of non-whisky drinkers with only 22 % of all Southern respondents answering to never drinking whisky. The percentages of respondents between places of residence drinking whisky more than 12 times a year were quite similar with 14 % out of all Lapland respondents, 14 % out of all Northern respondents, 15 % out of all Eastern respondents and 10 % out of all Southern respondents. Only West and Inner Finland had none of the respondents answering to drinking whisky more than 12 times a year.

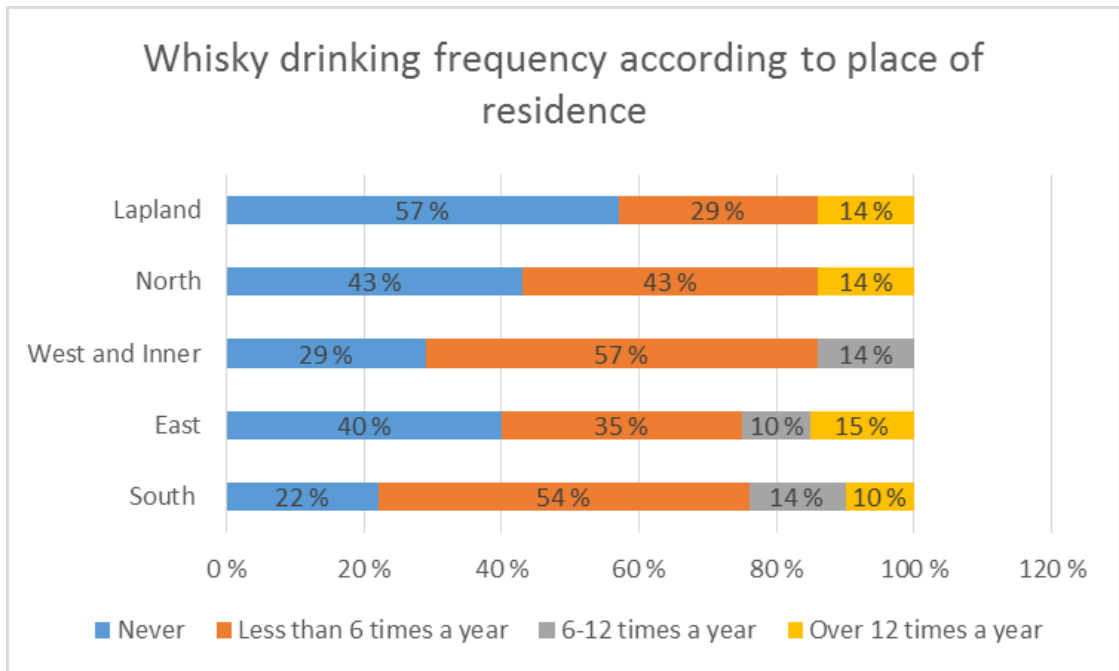


Chart 12. Whisky drinking frequency according to place of residence

To summarize the findings from question four, the group of people according to the results who drink whisky the most often was 51 – 65 year olds. When comparing genders in the results, males answered to drinking whisky more often than females. In places of residence according to the results, in Lapland whisky was drunken most rarely and in South Finland the most often.

When comparing the results according to the place of residence from the survey to chart 4 and 5, the results show a difference in regional spirit sales compared to population. Statistically 6 % of all spirit sales were made in Lapland, even though only 3 % of the population live there which means that spirit alcohol is purchased most per person in Lapland. According to the results, whisky was drunken least in Lapland, but it can be a result of other spirits being more popular in Lapland than whisky.

Question seven in the survey was; If you drink whisky, how do you enjoy it? The answering options were;

- With ice
- Nothing added in it
- With water
- In a cocktail
- Differently; how?

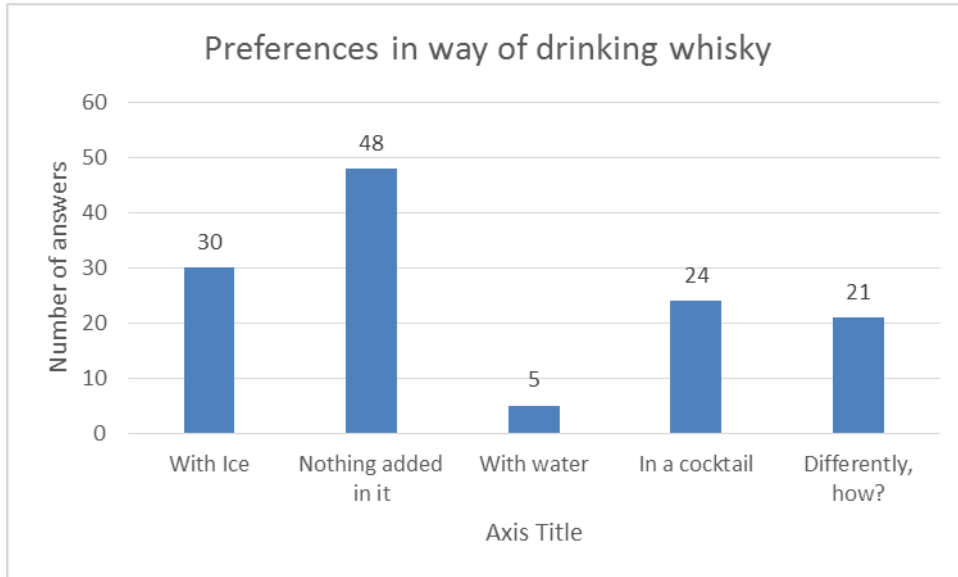


Chart 13. Preferences in way of drinking whisky

Chart 13 displays the preferences in ways of drinking whisky between all respondents. The mode of way of drinking whisky was to drink it with nothing added in it with 48 answers from the total 128. Second most popular way was with ice with 30 respondents and third most popular way was in a cocktail with 24 respondents. The least popular way was with water, with only 5 answers from the total amount. 21 respondents answered to drinking whisky differently than the options. The other ways of drinking whisky were;

- Dependant on the whisky
- With all abovementioned options
- With Coca-Cola
- Irish coffee

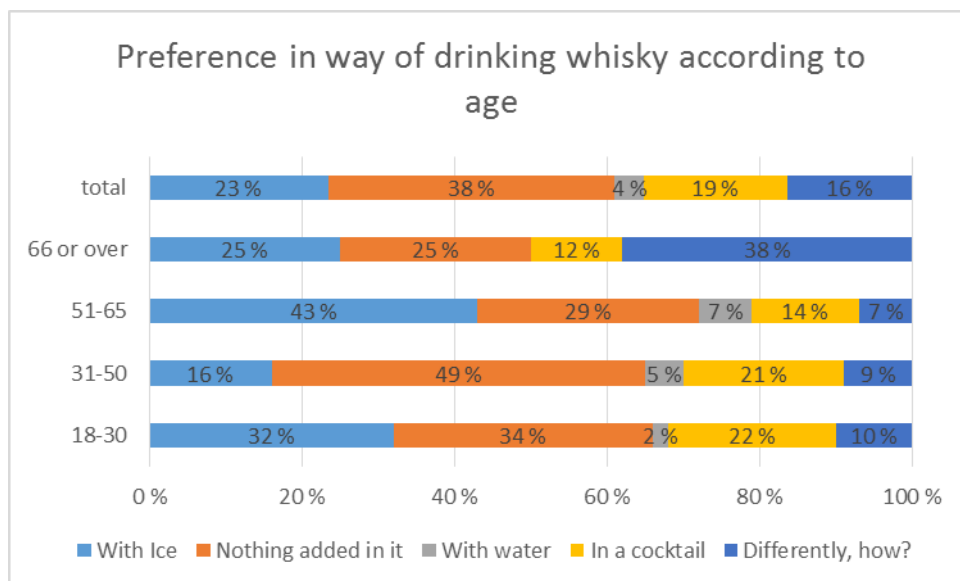


Chart 14. Preference in way of drinking whisky according to age

Chart 14 displays the preference in way of drinking whisky according to age. The first column is percentages from all answers. 43 % of 51 – 65 year olds answered to drinking whisky with ice, which was the highest percentage from all age groups. The age group that answered to drinking whisky most without anything added in it was 31 – 50 year olds with 49 % of all respondents from that age group. With water was the least popular option but 51 – 65 year olds chose that option more than other age groups with 7 % of all respondents from that age group. 18 – 30 year olds answered to drinking whisky in a cocktail most with 22 % of all respondents from that age group.

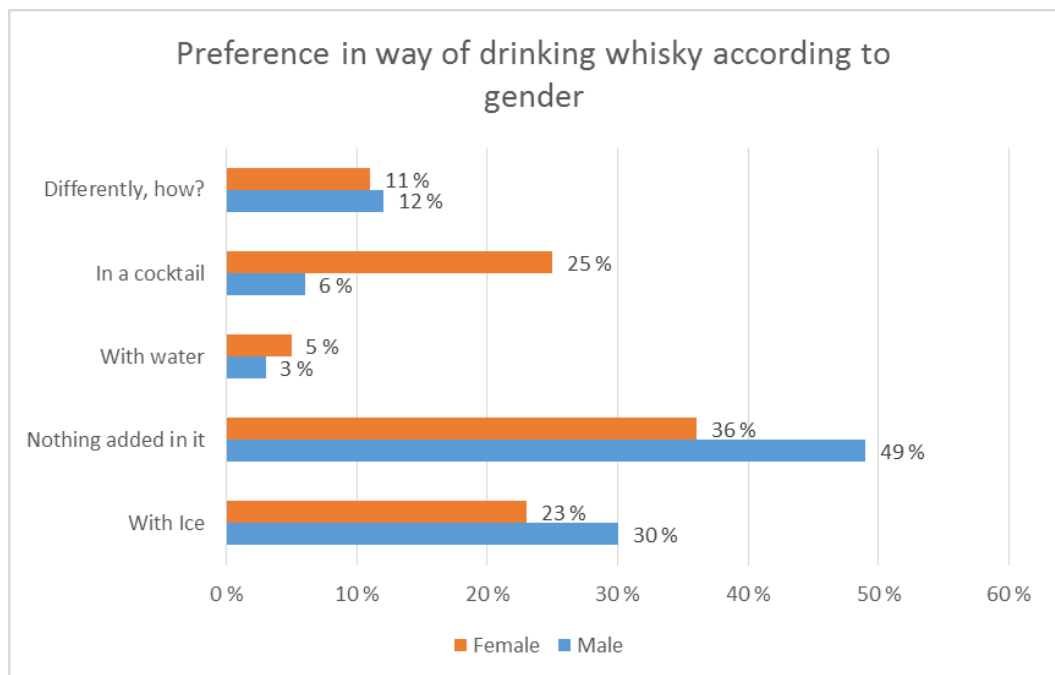


Chart 15. Preference in way of drinking whisky according to gender

Chart 15 displays the preference in way of drinking whisky according to gender. Most of both genders answered to drinking whisky without anything added in it, with 49 % of male and 36 % of female respondents. The most significant difference between genders was in cocktails, only 6 % of male respondents answered to drinking whisky in a cocktail, but up to 25 % of female respondents chose that option.

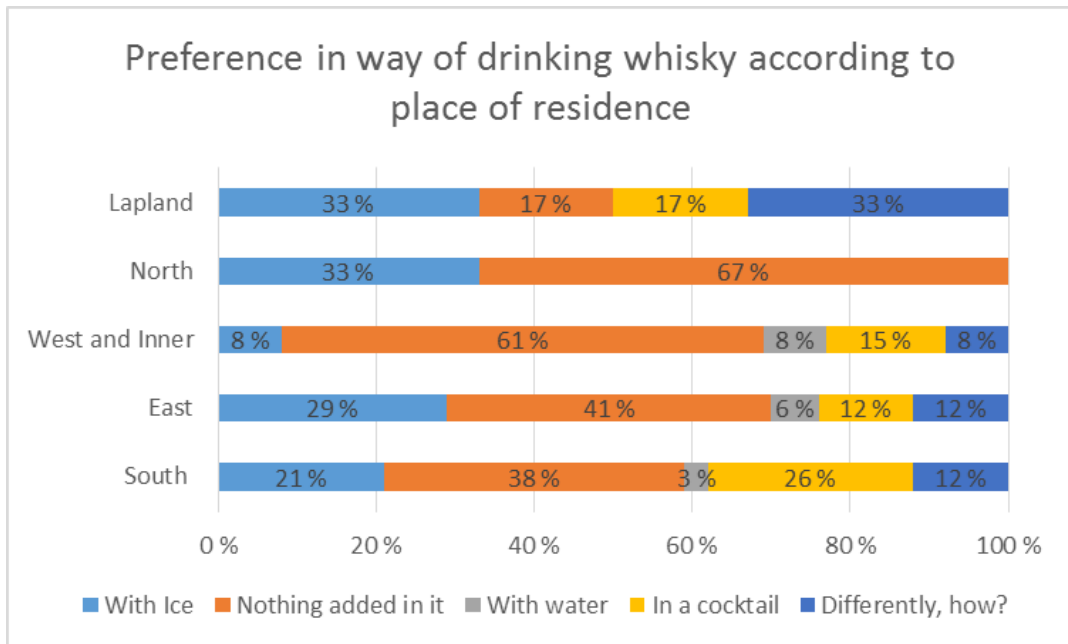


Chart 16. Preference in way of drinking whisky according to place of residence

Chart 16 displays the preference in way of drinking whisky according to place of residence. Lapland and Northern Finland had highest percentages of respondents answering to drinking whisky with ice, with 33 % in both regions. All regions except Lapland had most respondents answering to drinking whisky without anything added in it.

To summarize the findings from question seven, it seemed that the most popular way to consume whisky was without anything added in it, with Lapland being an exception. Females tend to drink whisky more in cocktails than men.

Question eight in the survey was; If you drink whisky, where do you enjoy it? The answering options were;

- At home
- In a bar / restaurant
- In festive occasions
- Elsewhere; where?



Chart 17. Place of drinking whisky

Chart 17 displays the division in places of drinking whisky between the respondents. The mode of place of drinking whisky was at home with 38 % of the respondents choosing that option. Second largest group answered at a bar / restaurant with 28 % and third in festive occasions with 23 %. 11 % answered to drinking whisky elsewhere than the options.

Other places were:

- At the summerhouse
- On fishing trips
- At friends and family
- At the office after working hours
- Everywhere
- Wherever
- All options

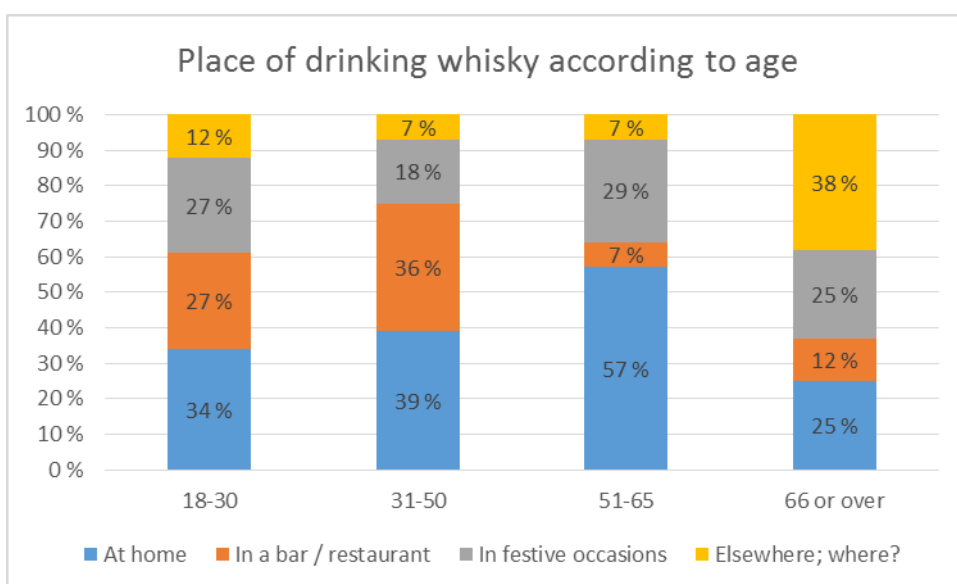


Chart 18. Place of drinking whisky according to age

Chart 18 displays the preferred place of drinking whisky according to age. Most age groups preferred to drink whisky at home, except 66 or over. 66 or older mostly preferred other places to drink whisky that are listed above.



Chart 19. Place of drinking whisky according to gender

Chart 19 displays the preferred way of drinking whisky according to gender. Both genders preferred home consumption the most. Female respondents preferred to drink whisky in festive occasions more than male respondents with 28 % of all female respondents but only 9 % of all male respondents. Bar and restaurant consumption was quite similar between genders with only one percent difference.

Chart 20 displays the preferred place of drinking whisky according to place of residence. In all areas except Lapland, the most popular option was to drink at home. In Lapland the most preferred place to drink whisky was tied between festive occasions and other places. In other – option there was for example that the most preferred place was to drink whisky everywhere. Eastern Finland had the highest percentage of people answering to drinking at home with up to 59 % choosing that option. Bar / restaurant and festive occasions consumption had the highest percentage in Northern Finland.

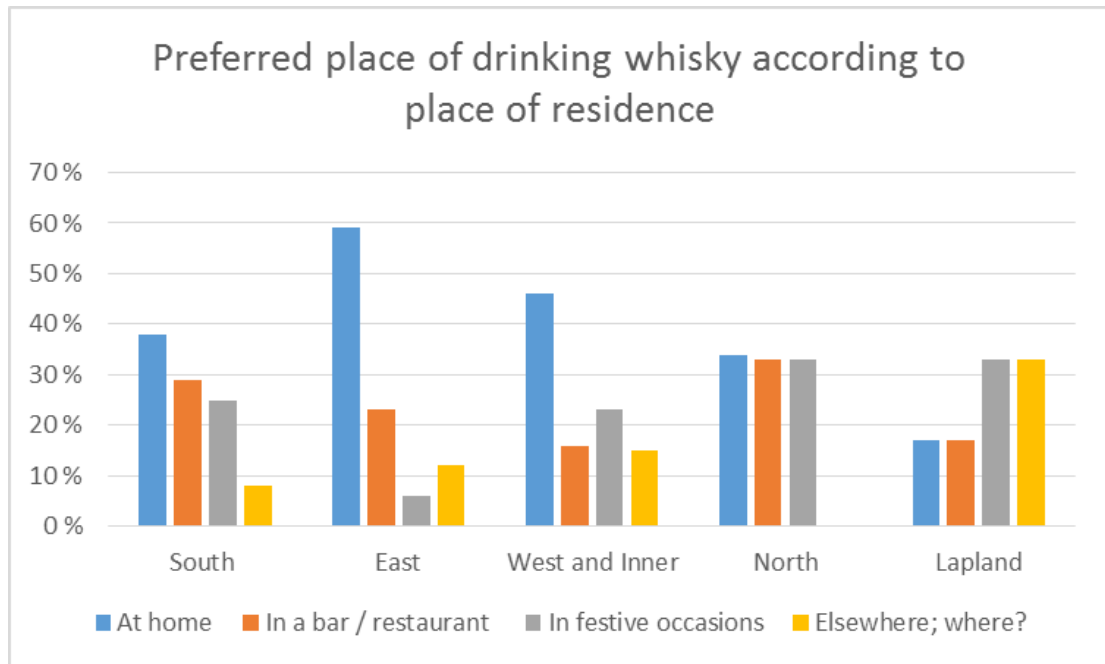


Chart 20. Preferred place of drinking whisky according to place of residence

To summarize the findings from question eight, the most preferred place to drink whisky is at home. Males prefer to drink whisky more at home than females and females prefer to drink whisky more at festive occasions than men. There are differences in preferred places of drinking whisky between different areas in Finland, Eastern Finland having the highest percentage of home consumption and Northern Finland having the highest percentage of bar / restaurant and festive occasions consumption.

5.3 Whisky preferences analysis

The second part of the analysis focuses on the research problem combined to sub-objective B; What preferences people have between different whiskies? Questions nine, ten, eleven, twelve and thirteen of the survey were focused on giving answers to sub-objective B.

Question nine in the survey was; Which whisky do you prefer? The answering options were:

- Peaty / smoky
- Lightly peaty / smoky
- Non peaty / smoky
- I don't know which one I prefer

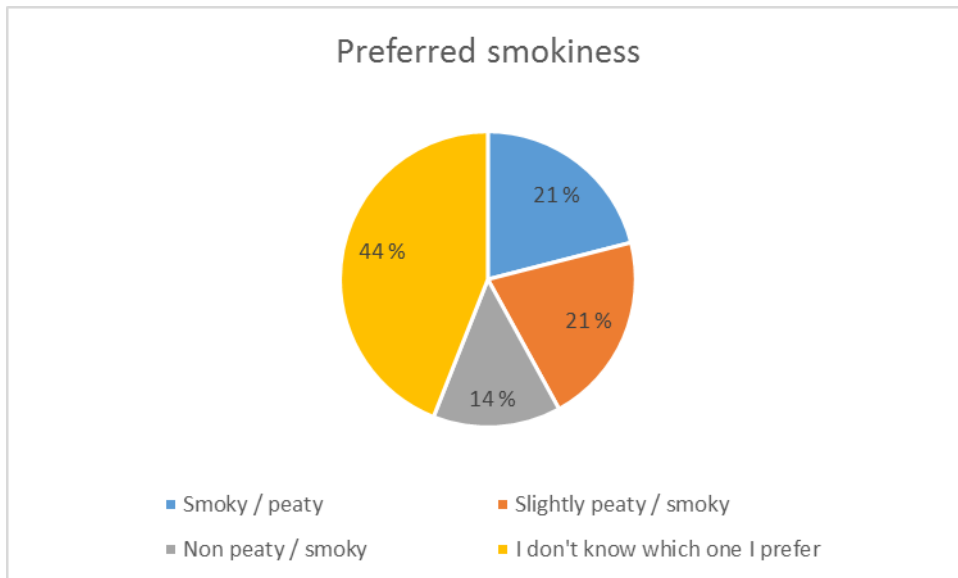


Chart 21. Preferred smokiness in respondents

Chart 21 displays the preferred smokiness in percentages out of all respondents. The mode of preferred smokiness was I don't know, with 44 % of the respondents choosing that option. Smoky and slightly smoky were even with 21 % in both categories. The least popular option was non-peaty whisky.

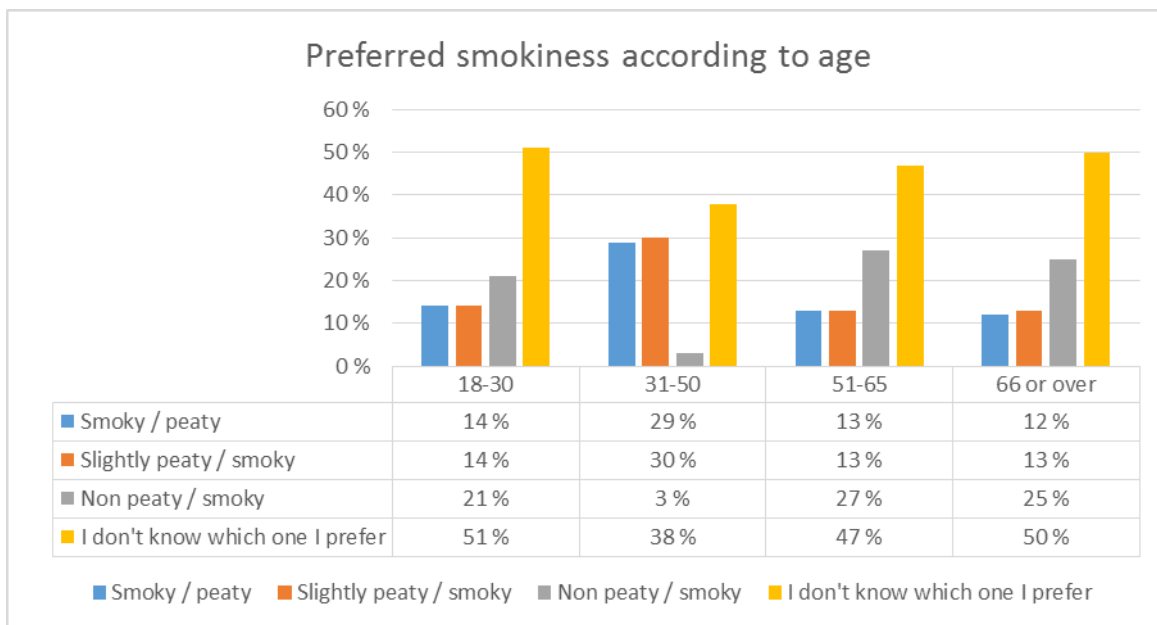


Chart 22. Preferred smokiness according to age

Chart 22 displays the preferred smokiness according to age. Most of 18-30 year olds didn't know which smokiness they prefer with 51 % choosing I don't know – option. 31 – 50 year olds were preferred smokiness the most from all age groups with 29 % choosing

to prefer smoky / peaty whisky. 51 – 65 year olds preferred non-peatiness the most compared to all age groups, with 27 % of them choosing non-peaty whisky as the preferred one. 66 or older age group was the second biggest age group to not know which whisky they prefer with up to 50 % of them choosing I don't know – option.

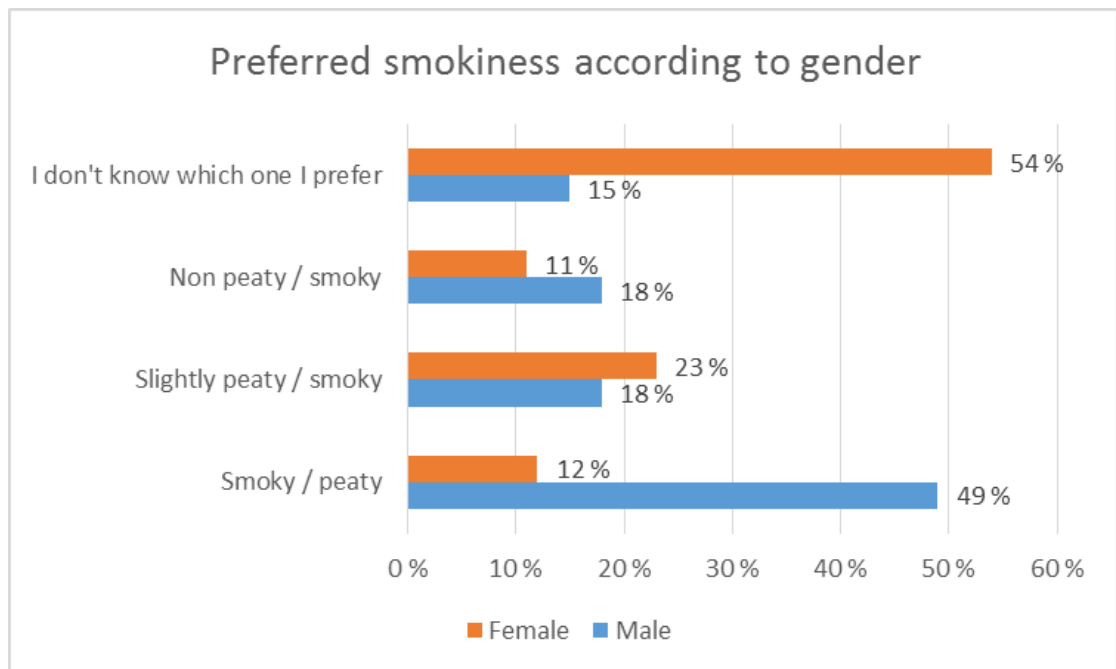


Chart 23. Preferred smokiness according to gender

Chart 23 displays the preferred smokiness according to gender. Most of female respondents didn't know which whisky they prefer with up to 54 % of them answering I don't know, while most of the male respondents chose smoky whisky as their preferred option with 49 % of them answering smoky whisky.

Chart 24 displays the preferred smokiness according to place of residence. All areas chose the option I don't know - the most, with Northern Finland having the highest percentage of 72 % of the respondents choosing that option. Southern Finland was the most evenly divided between options. The second most popular option in Southern Finland was slightly peaty. In Eastern, Western and Inner Finland and Lapland the second most popular option was smoky. Northern Finland had an equal percentage of people choosing smoky and slightly smoky whisky with 14 % each. The least popular option non-peaty had the highest percentage in Southern Finland with only 19 %.

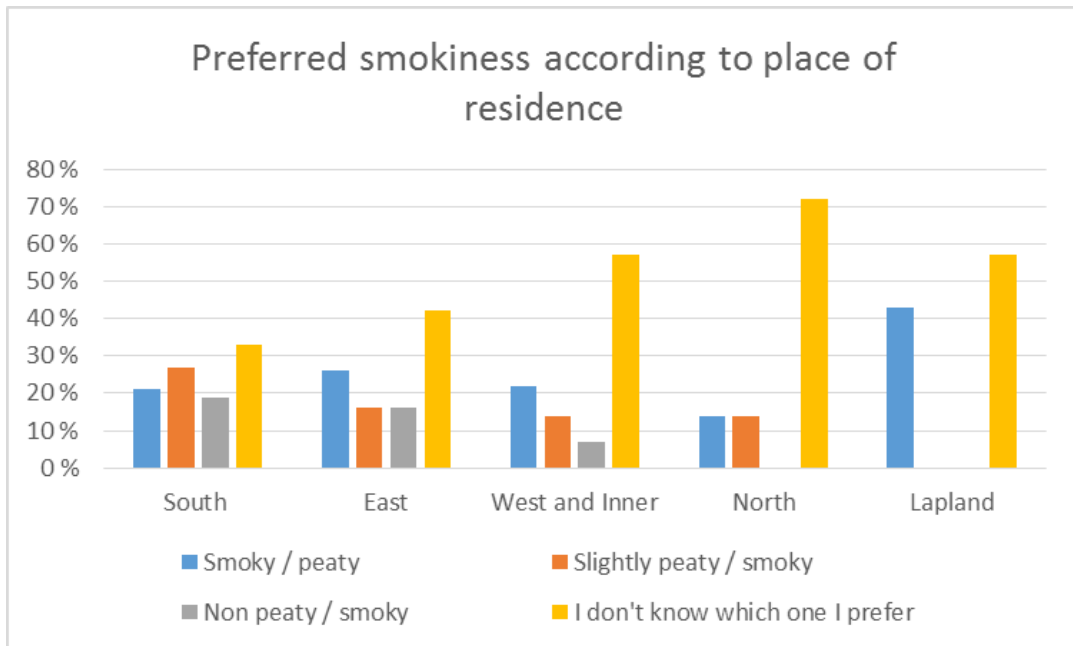


Chart 24. Preferred smokiness according to place of residence

To summarize the findings from question nine, most age groups prefer non peaty whisky except 31 – 50 year olds who prefer smoky or slightly smoky whisky. Most women don't know which smokiness they prefer while most men prefer smoky whisky. Smoky whisky is most preferred in all areas except Southern Finland where slightly peaty / smoky whisky is preferred most.

Question ten in the survey was; Which is your favourite whisky country? The answering options were:

- Scotland
- Ireland
- USA
- Finland
- I don't know
- Other; what?

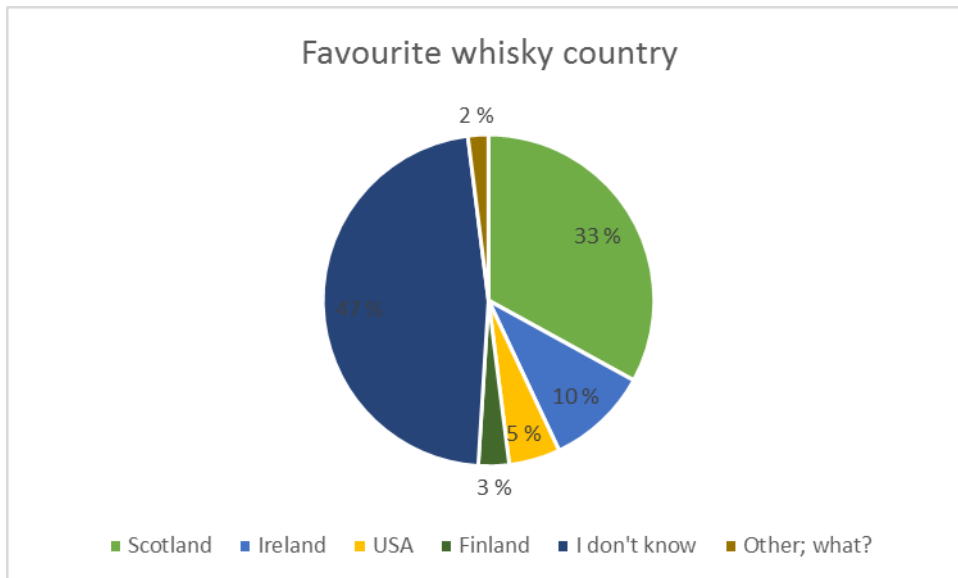


Chart 25. Favourite whisky country of the respondents

Chart 25 displays the favourite whisky country of all respondents. The mode of favourite whisky country was I don't know with 47 % of the respondents choosing that option. Most preferred country was Scotland with 33 %. Finland was the least popular option with 3 %. 2 % answered other than the given options, in example Japan was mentioned.

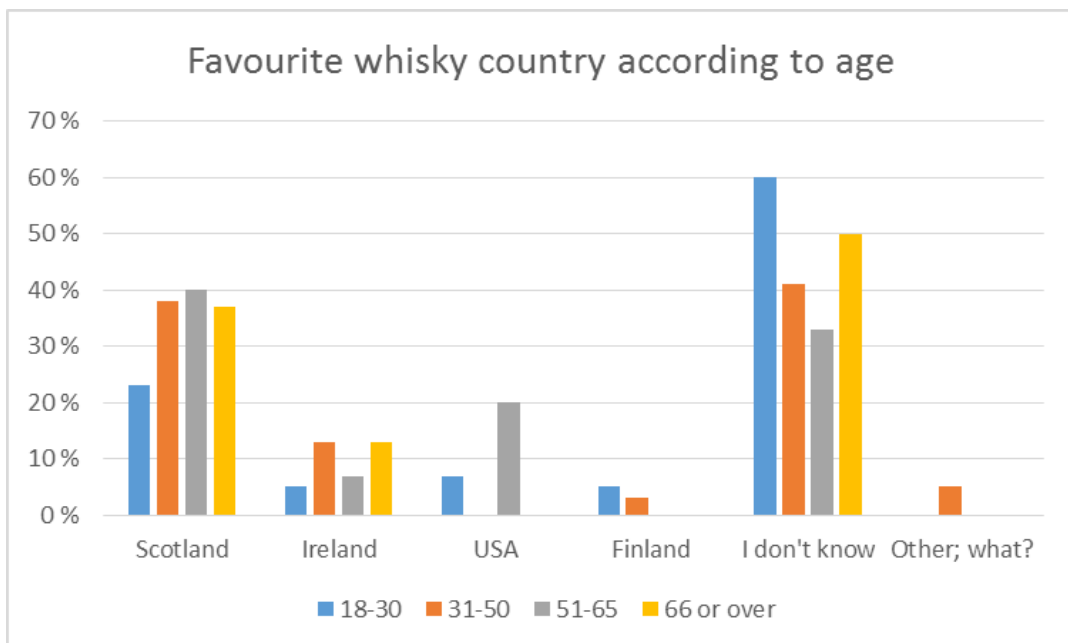


Chart 26. Favourite whisky country according to age

Chart 26 displays the preferred whisky country according to age. All age groups except 51 – 65 year olds mostly didn't know which one they prefer. 51 -56 year olds preferred Scotland most. Other age groups preferred Scotland as well. The least popular option was Finland with only a few percentages from 18 – 50 year olds choosing that option. 31 – 50 and

66 and over had the highest percentage preferring Ireland. 51 – 65 year olds had the highest percentage preferring USA. A few percentage of 31 – 50 year olds chose other- option with preferring Japan over the given options.

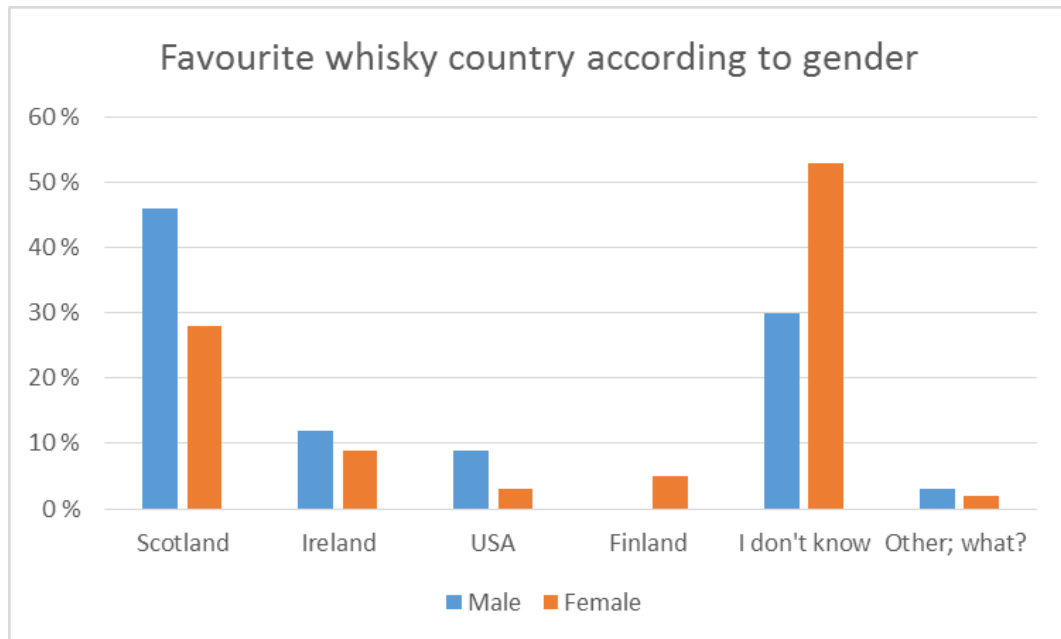


Chart 27. Favourite whisky country according to gender

Chart 27 displays the preferred whisky country according to gender. Most of male respondents preferred Scotland and most female respondents didn't know which one they prefer. Ireland was the second most popular whisky country with both genders. USA was more popular with men than women and Finland was more popular with women than men.

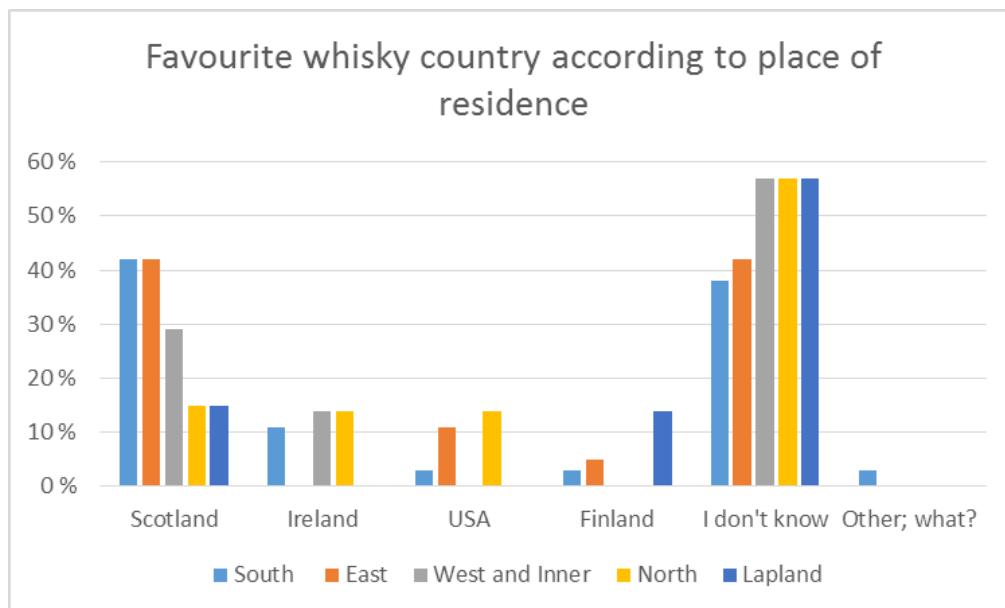


Chart 28. Favourite whisky country according to place of residence

Chart 28 displays the preferred whisky country according to place of residence. Lapland, Western, Inner and Northern Finland all had 57 % in their area choosing the option – I don't know. Eastern Finland had 42 % choosing – I don't know and another 42 % choosing Scotland. Southern Finland preferred Scotland the most, with 42 % choosing Scotland as their favourite whisky country.

To summarize the findings from question ten, most people don't know which country they prefer but the ones that do, prefer Scotland the most.

Question eleven in the survey was; Which whisky would you choose? The answering options were:

- Sherry cask matured
- Bourbon cask matured
- Mixed sherry- and bourbon cask matured
- I don't know



Chart 29. Preferred whisky maturation of the respondents

Chart 29 displays the preferred whisky maturation of the respondents. The mode of preferred whisky maturation was I don't know with 66 % of the respondents choosing that option. The most preferred whisky maturation was bourbon cask matured with 19 %. The least popular option was sherry cask matured.

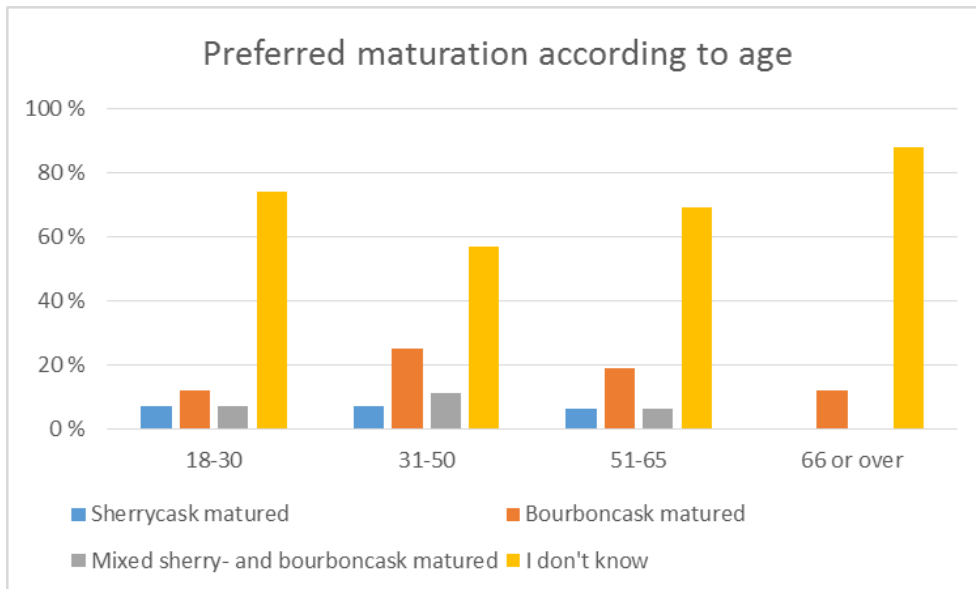


Chart 30. Preferred whisky maturation according to age

Chart 30 displays the preferred whisky maturation according to age. All age groups had most of the respondents choosing - I don't know option. The second most option popular between all age groups was bourbon cask matured.

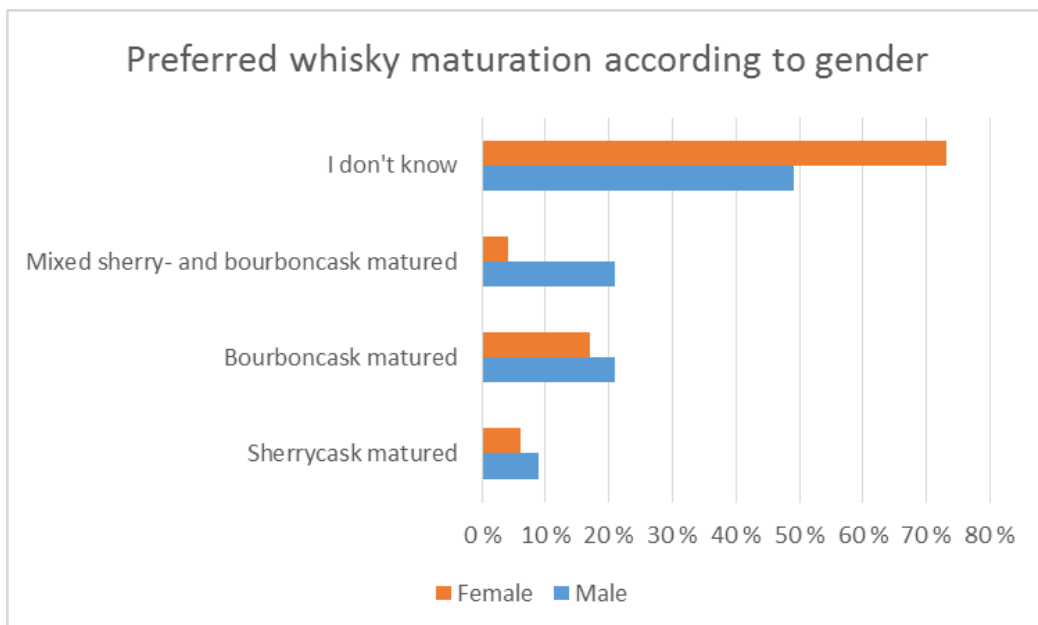


Chart 31. Preferred whisky maturation according to gender

Chart 31 displays the preferred whisky maturation according to gender. Most of both genders chose – I don't know option. Female respondents had a higher percentage of not knowing the preferred maturation with 72 % of them, while only 49 % of male respondents chose that option. Second most popular option for female respondents was bourbon cask

matured while male respondents were tied with 21 % choosing bourbon and mixed maturation. The least popular option was sherry cask matured.

Chart 32 displays the preferred whisky maturation according to place of residence. There were not significant differences between different areas in Finland. Only Southern and Eastern Finland had people choosing sherry cask matured as their preferred whisky maturation. Southern Finland had the highest percentage out of all living areas choosing bourbon cask matured.

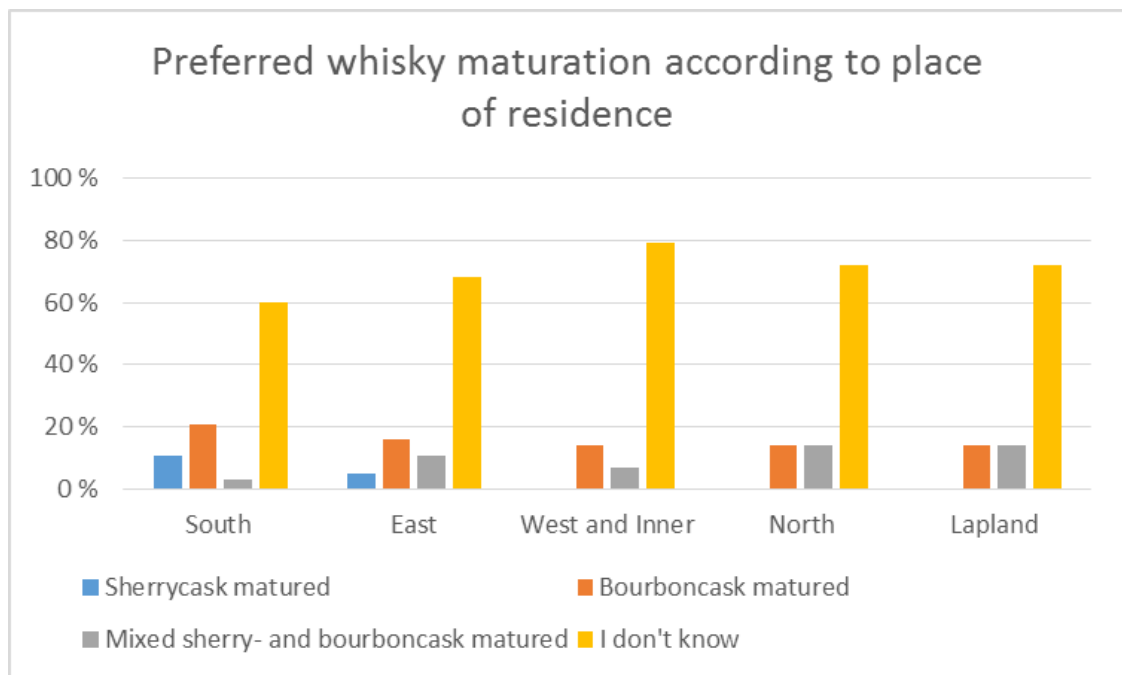


Chart 32. Preferred whisky maturation according to place of residence

To summarize the findings from question eleven, most people don't know which maturation they prefer. The ones that do know, prefer bourbon cask maturation the most. Men prefer equally bourbon maturation and mixed maturation while women prefer bourbon maturation. All areas in Finland prefer bourbon cask maturation but Northern Finland and Lapland prefer equally bourbon and mixed maturation.

Questions 12 and 13 in the survey were about preferred whisky style. Both of the questions in the survey were; Which whisky would you choose? The answering options for question 12 were:

- Corn
- Rye
- Barley
- I don't know
- Other, what?

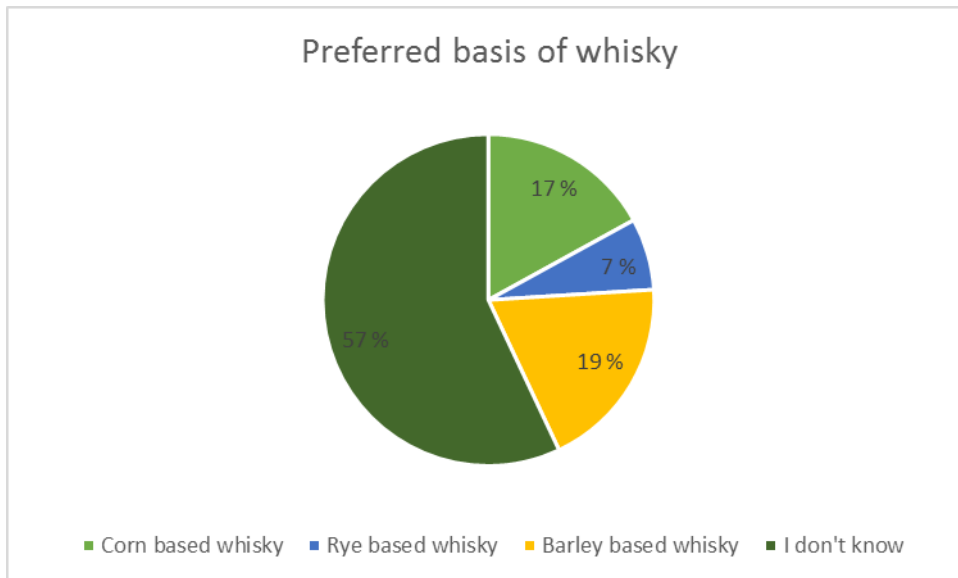


Chart 33. Preferred basis of whisky of the respondents

Chart 33 displays the preferred basis of whisky of the respondents. The mode of preferred basis of whisky was I don't know with 57 % of the respondents choosing that option. The most preferred basis of whisky was barley based whisky with 19 %.

Chart 34 displays the preferred basis of whisky according to age. All age groups had most people choosing – I don't know option. 18 – 30 year olds had the highest percentage out of all age groups choosing I don't know. For 18 30 year olds and 66 and over the second most popular option was corn based whisky. For 31 – 65 year olds the second most popular option was barley based whisky. The least popular option was rye based whisky.



Chart 34. Preferred basis of whisky according to age

Chart 35 displays the preferred basis of whisky according to gender. Both genders chose I don't know option the most. Female respondents had 24 % choosing corn based whisky while none of the male respondents chose that option. 33 % of male respondents chose barley based whisky. Rye was the least popular option with both genders but it was more popular with men than female.



Chart 35. Preferred basis of whisky according to gender

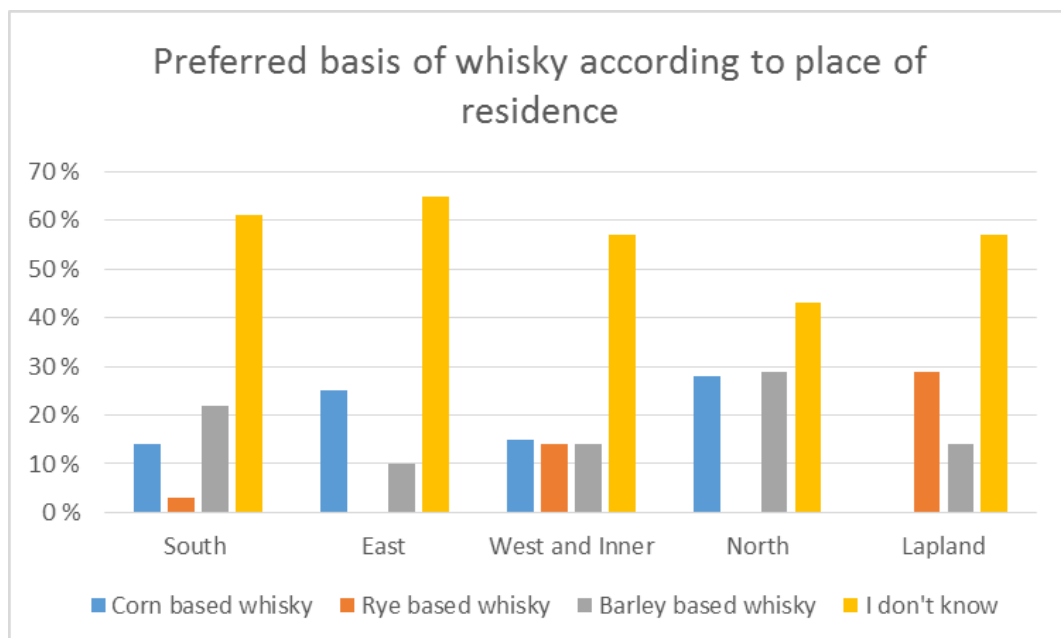


Chart 36. Preferred basis of whisky according to place of residence

Chart 36 displays the preferred whisky style according to place of residence. All areas chose – I don't know option the most. Barley based whisky was the second most popular

option in Southern and Northern Finland. Corn based whisky was the second most popular option in Eastern and Western and Inner Finland. Rye based whisky was the second most popular option only in Lapland.

To summarize the findings from question twelve, most people don't know which basis of whisky they prefer. The youngest and oldest age group prefer corn based whisky, while middle age groups from 31 – 65 year olds prefer barley based whisky. Women prefer corn based whisky while men prefer barley based whisky. Barley based whisky is preferred in Southern and Northern Finland, rye based whisky is preferred in Lapland and corn based whisky is preferred in Eastern, Western and Inner Finland.

Question 13 was the same question but with different answering options. The answering options for question 13 were:

- Single malt
- Scotch blend
- Bourbon
- I don't know
- Other: what?

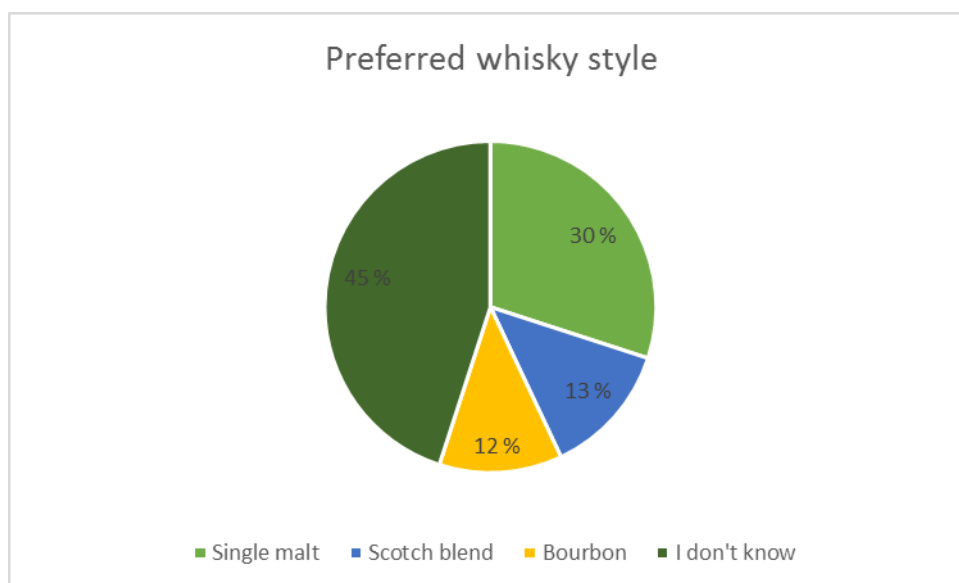


Chart 37. Preferred whisky style of the respondents

Chart 37 displays the preferred whisky style of the respondents. The mode of preferred whisky style was I don't know with 45 % of the respondents choosing that option. The most preferred whisky style was single malt with 30 %. The least preferred whisky style was bourbon with 12 %.

Chart 38 displays the preferred whisky style according to age. Most 18 – 30 year olds, 51 – 65 year olds and 66 and over chose the – I don't know option. Only 31 – 50 year olds

preferred Single malt more than – I don't know option. Single malt was the second most popular option with all age groups but 66 and over had equal percentages preferring Single malt and Scotch blend.

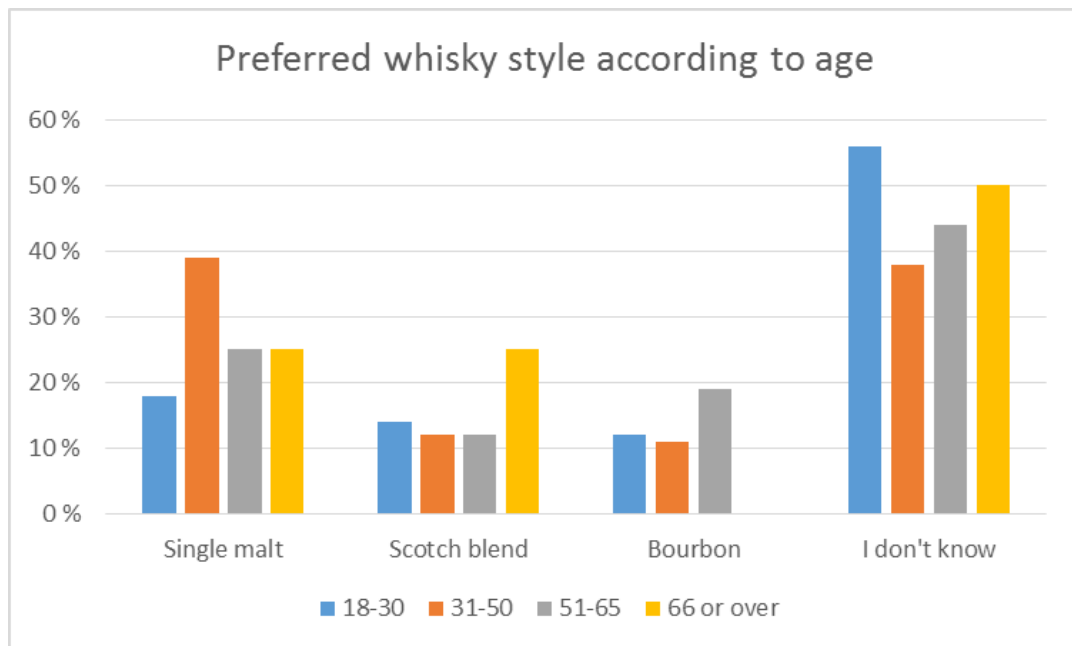


Chart 38. Preferred whisky style according to age

Chart 39 displays the preferred whisky style according to gender. Most male respondents preferred Single malt while most female respondents chose – I don't know option. Single malt was the second most popular option for female respondents.



Chart 39. Preferred whisky style according to gender



Chart 40. Preferred whisky style according to place of residence

Chart 40 displays the preferred whisky style according to place of residence. In Lapland, Southern and Northern Finland most of the respondents chose - I don't know option. In Western and Inner Finland there were equal amounts choosing – I don't know and Single malt. Only in Eastern Finland Scotch blend was the most popular option.

To summarize the findings from question thirteen, most people don't know which whisky style they prefer. The most preferred whisky style is single malt with all age groups and both genders. All areas prefer single malt except in Eastern Finland Scotch blend is the most popular whisky style.

5.4 Whisky purchase analysis

The third part of the analysis focuses on the research problem combined to sub-objective C; Where is whisky bought from? Questions five and six of the survey were focused on giving answers to sub-objective C.

Question five of the survey was; Do you order whisky in a bar / restaurant? The answering options were:

- Never
- Primarily other products, sometimes whisky
- Sometimes other products, sometimes whisky
- Primarily whisky, sometimes other products



Chart 41. Whisky purchases bars / restaurants

Chart 41 displays the respondents' whisky purchases in bars and restaurants. The mode of whisky purchases in bars / restaurants was to buy primarily other products and sometimes whisky with 42 % of the respondents choosing that option. 41 % answered to never ordering whisky in bars and restaurants. 13 % answered to sometimes ordering whisky and sometimes other products and only 3 % answered to ordering primarily whisky.

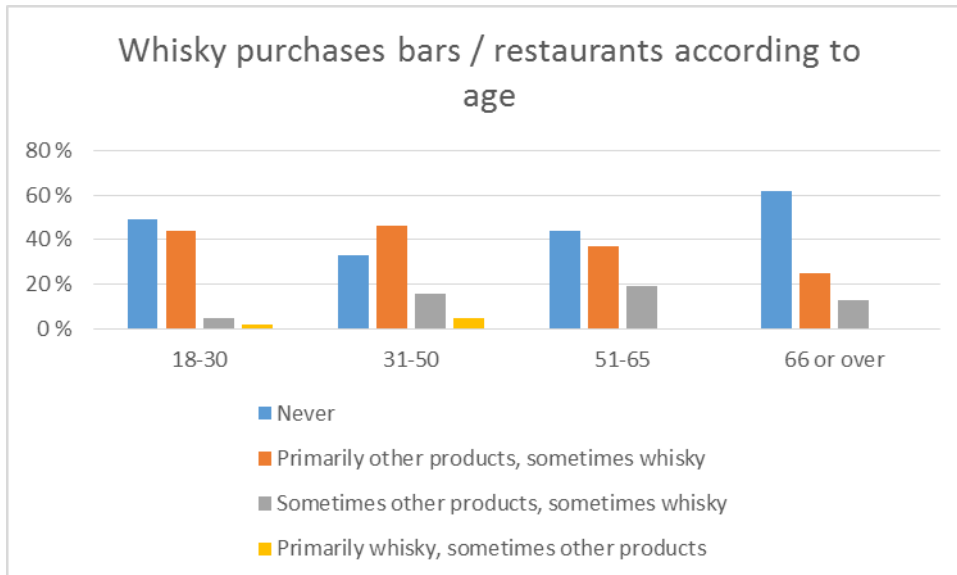


Chart 42. Whisky purchases bars / restaurants according to age

Chart 42 displays whisky purchases in bars / restaurants according to age. All age groups had most of the respondents choosing never, except 31 – 50 year olds who had most answering to primarily purchasing other products and sometimes whisky.

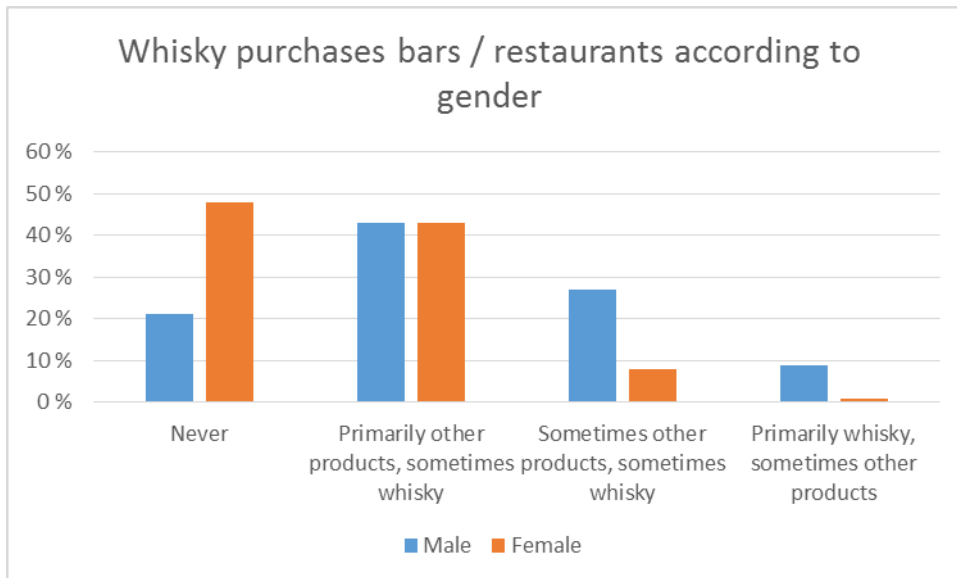


Chart 43. Whisky purchases bars / restaurants according to gender

Chart 43 displays whisky purchases in bars / restaurants according to gender. Most women answered to never purchasing whisky in a bar / restaurant while most men answered to primarily buying other products but sometimes whisky.

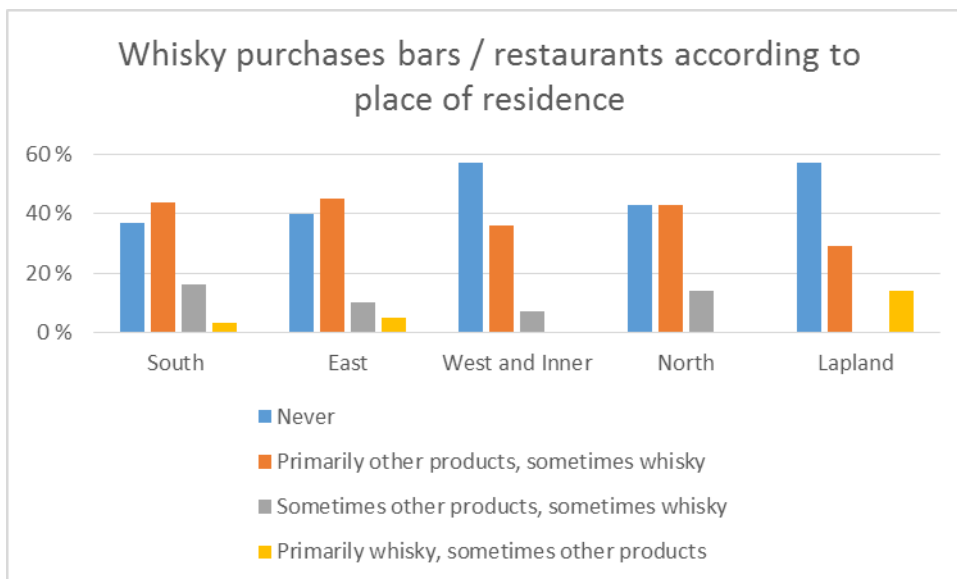


Chart 44. Whisky purchases bars / restaurants according to place of residence

Chart 44 displays whisky purchases in bars / restaurants according to place of residence. In Lapland and Western and Inner Finland most respondents chose never. In Northern Finland the most popular option was tied between never and primarily other products, sometimes whisky. In Southern and Eastern Finland the most popular option was primarily other products, sometimes whisky.

To summarize the findings from question five, most people either primarily order other products in a bar / restaurant and sometimes whisky, or they never order whisky. 31 -50 year olds order primarily other products and sometimes whisky while other age groups most people never order whisky. Men primarily order other products and sometimes whisky while women primarily never order whisky in a bar / restaurant.

Question six in the survey was; Do you buy whisky from Alko? The answering options were:

- Never
- Primarily other products, sometimes whisky
- Sometimes other products, sometimes whisky
- Primarily whisky, sometimes other products



Chart 45. Whisky purchases Alko

Chart 45 displays the respondents' whisky purchases in Alko. The mode of whisky Alko purchases was never, with 42 % of the respondents choosing that option. 39 % answered to primarily buying other products and sometimes whisky. 15 % answered to sometimes buying other products and sometimes whisky and 4 % answered to primarily buying whisky and sometimes other products.



Chart 46. Whisky purchases Alko according to age

Chart 46 displays the respondents' whisky purchases according to age. Most of 18 – 30 year olds and 51 – 65 year olds answered to never buying whisky from Alko. 31 – 50 year olds and 66 and over's most popular option was primarily other products and sometimes whisky. The age group that bought whisky the most often was 31 – 50 year olds.



Chart 47. Whisky purchases Alko according to gender

Chart 47 displays the respondents' whisky purchases according to gender. Male respondents' most popular option was sometimes whisky, sometimes other products while 50 % of female respondents answered to never buying whisky from Alko.



Chart 48. Whisky purchases Alko according to place of residence

Chart 48 displays the respondents' whisky purchases according to place of residence. In Lapland, Eastern Finland, Western and Inner Finland the most popular answering option was never buying whisky from Alko. In Northern and Southern Finland there were equal percentages of never buying whisky and primarily buying other products and sometimes whisky.

To summarize the findings from question six, primarily people either never buy whisky from Alko or they buy other products and only sometimes whisky. 31 – 50 year olds buy whisky from Alko the most often. Men buy whisky from Alko more often than women. Whisky is bought least from Lapland.

6 Conclusions

The last chapter in this thesis contemplates the findings and the validity and reliability of the research. This chapter also includes a brief suggestion on how the data gathered from the research can be utilised. Lastly an evaluation of the author's self-development in the process is also included in this chapter.

6.1 Consideration

The analysis of the results is done by comparing the results to existing information from the theory part. For some results there weren't existing information available, which is why those results are only new data and have to be considered critically because they can't be compared to older data. Some key findings are summarized in the end of this chapter.

The results for how is whisky consumed, they give answers to the sub-objective. The results from chapter 5.2.1 of whisky drinking frequency in comparison to chart 4 THL statistics of alcohol drinking frequency in chapter 3.3, show that there is a difference in frequency of drinking whisky and drinking alcohol. If 27 % of adult Finnish people consume alcohol more than 12 times a year with over 5 servings and only 10 % of the respondents answered to drinking whisky more than 12 times a year, there is a gap of 17 % of people who do not include whisky in these drinking occasions.

Due to the results of preferences in way of drinking whisky, it seems that different kind of people enjoy whisky in different ways.

The results for place of drinking whisky in comparison to THL drinking habit study results in chapter 3.4 on where people drink alcohol show that there is a difference in the results. If 77 % of Finnish people consume alcohol mainly at home, and only 38 % of the respondents answered to drinking whisky at home, there is a gap of 39 % in the results.

The results for whisky preferences give answers to the sub-objective. The results from chapter 5.3.1 the preferred smokiness in comparison to chapter 3.3 Alko statistics and Jarkko Nikkanen's book *Viski!* of most sold whiskies in Finland indicate that the results are accurate. The results from the research of the most popular whisky were tied between slightly smoky and smoky whisky, while Alko statistics show that the most sold whiskies in Alko are slightly smoky whiskies and Jarkko Nikkanen in his book *Viski!* claims that Laphroaig is the most sold single malt whisky in Finland which is a smoky whisky.

The results for preferred whisky country in comparison to most sold whiskies in chapter 3.3 indicate that the results are accurate. Scotland was the most popular option and the most sold whiskies are all from Scotland. When observing chart 1 and 2 of spirit sales in Alko in chapter 3.4, it shows that even though there is a huge decline in spirit sales in total from years 2015 to 2018, the segments that have increased sales are Scotch single malts and other whiskies segment. This could mean that Single malts and whiskies from other countries will increase their market share while scotch blend whiskies are decreasing in sales.

The results for preferred maturation in comparison to most sold whiskies in chapter 3.3, indicate that the results are accurate. All of the most sold whiskies are matured in bourbon casks which was the most popular option in the research as well.

The results for preferred whisky styles from question 12 and 13 differ from each other and from the most sold whiskies in chapter 3.3. This can be due to the fact that consumers don't know their preferred whisky style's name or the basis for the whisky.

The results for where whisky is bought from give answers to the sub-objective. The results for whisky purchases in chart 41 and 45 show a frequency difference in bar & restaurant purchases compared to Alko purchases. Whisky is purchased more often from bars and restaurants than Alko. When comparing chart 41 and 45 to chart 3 of alcohol sales between different channels, chart 3 displays that alcohol is mainly purchased from Alko but in the results whisky is purchased from bars and restaurants more frequently than Alko.

To summarize the analysis of all of the results, they were not very surprising. The results indicate that whisky is consumed but it is not the primary option for most consumers. Whisky is a strong alcoholic product which is why it might be a product that is consumed more occasionally than very frequently. For whisky, bar consumption is more popular than home consumption. This can be due to quite high prices that some whiskies have per bottle. If whisky is bought from Alko, it is bought by the bottle but in restaurants and bars they can be bought by portion. This gives the consumer a possibility to taste different whiskies without investing money for the whole bottle. Smoky whiskies are popular in Finland. This can be due to the very positive opinion Finnish people have of smoke, like smoke saunas, smoked foods and such. The results indicate that consumers might not have very much knowledge of their preferences due to the high percentage of I don't know – answers. These observations are only hypotheses of why the research generated these results and are not proven facts. There can be many different reasons for these results and further research should be conducted to get proven facts for reasons why.

In conclusion, there are many different ways in consuming and purchasing whisky, but it differs from average alcohol consumption habits. People know to some extent their preferences for whisky but are quite unknowledgeable of them. Gender and age are differing factors to whisky consuming and purchase habits but place of residence is not such a big differing factor, meaning that whisky is consumed all over Finland.

6.2 Utilising the results

This chapter gives examples of how the results can be utilized. Two different sources will benefit from this research:

- Hospitality companies operating in Finland
- Whisky companies operating in Finland

The hospitality companies will benefit from this research provided that they sell whiskies or intend to sell whiskies. The hospitality companies will gain consumption and purchase information from this research and the information can be used together with the knowledge of their market information while designing drink assortments, marketing or promotions. The information can be helpful also in the actual sales work or when recommending products to customers.

In bars and restaurants the information can be beneficial while designing drink assortments, planning promotions or marketing and in actual sales situation with customers. If a bar and restaurant intends to sell whisky and they are designing their drink assortments, they can use this information based on their target market and use the preferred whisky styles, ways of drinking whisky etc according to their target market. A practical example; If the target market is 18 – 30 year old women and the bar is located in Southern Finland, the results can be observed from these variables and figure out what the target market's preference is. This information can also be beneficial in the sales situation between bar / restaurant staff and their customers by knowing what customers may prefer. Practical example; most of the people didn't know their preferences so whisky can be sold to customers with other facts than basis of whisky or whisky style which are not so relevant to the customer. In the sales situation other aspects like smokiness or aromas can be described to the customer to lead them to the right product.

The results can be helpful in planning promotions and marketing. The marketing and promotion efforts can be either from the bars and restaurants, to promote certain products, or from external agencies like whisky companies. A good way to reach alcohol consumers is to promote and market products in bars and restaurants where they are served to drive

sales. The information can be used to understand preferences, consumption and purchase manners and use this information in the marketing plan. Practical example: An Irish Whisky company wants to market their products in a bar. Depending on what the intention of the marketing action is, the information can be observed to help in this. If for example 51 – 65 year old men drink most Irish whisky and the intention of the marketing action is to engage new consumers of 18 – 30 year olds, the preferred drinking and purchase habits of that certain consumer group can be found in the results and utilised in it.

6.3 Reliability and validity

There were a few factors in the research that lower it's reliability. The huge number of female respondents might have an effect on the results due to a difference in consumption behaviour between genders. If the research would be done again with a new sample with more evenly male respondents, the results might be different. Statistically there are a bit more females in Finland than male and to make the research as reliable as it can be, the number of female and male respondents should represent the population. Due to lack of time and resources and the reluctance of males answering the survey, it was not possible to get more male respondents.

The size of the sample also affected the reliability. If there would have been more respondents in total and from other areas than Southern Finland as well, the research would have probably been more representing and reliable. Due to the population being so extensive, it was not possible to get a sample from the whole population but only from 16 000 people. This can have an effect on how well the population is represented in terms of having a limited amount of people to take the sample from rather than taking it from the whole population.

Another factor that might affect the reliability is that there is a possibility that people have not answered the survey truthfully. The survey was an open link that people could answer to and not done by interviewing the respondents, which is why the answers might be not so carefully thought out.

When comparing the results to existing statistics, some results seemed accurate and some had differences. The results with differences to the statistics should be critically considered whether they are reliable in using them. Question 12 and 13 for example should have been quite similar in answers in which basis is linked to which whisky, but given the differences in the results, they can't be considered reliable. There is a possibility that respondents have only chosen something without giving it more thought or without truly knowing which one they prefer.

The research was valid in giving answers to the research problem and sub-objectives. The research was valid but could have been more reliable if there would have been more time and resources.

The references were mainly very reliable. Only Yle and Johnnie Walker Webpage were online sources that have a risk of being written with an author's opinion. The information from Yle was supported with other sources to make sure the information was reliable. Johnnie Walker webpage was only used to give examples of how to drink which is why it was justified to use. Statistical sources were reliable due to them mainly being operated by the government.

6.4 Learning process and self-evaluation

This was the first quantitative research I did completely by myself. I learned the key aspects in doing quantitative research. I gained an understanding of analysing statistical information and what is involved in it. I improved my reporting and report writing skills in the thesis process. I also improved my skills of searching for existing information. A challenge for me was time management due to being employed full-time and having a time-consuming hobby as well. I managed to schedule the thesis process by doing certain amount of pages per week in the end and being continuously in communication with my thesis supervisor. Time management would have been easier if I would have set a clear schedule from the beginning and followed through it during the process. The subject was a bit challenging to find existing information on but after doing proper searching, I found relevant references.

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8 Appendices

Appendix 1. Survey in Finnish

Viskin osto- ja kulutustutkimus

Tutkimuksen tarkoituksena on saada tietoa viskin osto- ja kulutustottumuksista Suomessa hotelli-, ravintola- ja alkoholialan markkinointi- ja myyntiaktiviteettien suunnittelemista varten.

Tutkimuksen kohderyhmänä ovat aikuiset Suomessa asuvat alkoholinkuluttajat. Kysely on anonyymi ja yksittäistä henkilöä ei voida identifioida vastausten perusteella.

1. Ikä

- 18 - 30
- 31 - 50
- 51 - 65
- 66 tai yli

2. Sukupuoli

- Mies
- Nainen

3. Asuinpaikka

- Etelä-Suomi (Uusimaa, Kymenlaakso, Etelä-Karjala, Häme, Päijät-Häme)
- Itä-Suomi (Pohjois-Karjala, Pohjois-Savo, Etelä-Savo)
- Lounais-Suomi (Varsinais-Suomi, Ahvenanmaa)
- Länsi- ja Sisäsuomi (Pohjanmaa, Etelä-Pohjanmaa, Keski-Pohjanmaa, Keski-Suomi, Pirkanmaa, Satakunta)
- Pohjois-Suomi (Kainuu, Pohjois-Pohjanmaa)
- Lappi

4. Juotko viskiä?

- En koskaan
- Alle 6 kertaa vuodessa
- 6 - 12 kertaa vuodessa
- Yli 12 kertaa vuodessa

5. Tilaatko viskiä ravintolassa / baarissa?

- En koskaan
- Ensisijaisesti muita tuotteita, harvoin viskiä
- Välillä muita tuotteita, välillä viskiä
- Useimmiten/ensisijaisesti viskiä, välillä muita tuotteita

6. Ostatko viskiä Alkosta?

- En koskaan
- Ensisijaisesti muita tuotteita, harvoin viskiä
- Välillä muita tuotteita, välillä viskiä
- Useimmiten/ensisijaisesti viskiä, välillä muita tuotteita

7. Jos juot viskiä, miten nautit sen?

- Jäillä
- Ilman mitään lisättynä
- Vedellä
- Cocktailissa
- Muuten: miten?

8. Jos juot viskiä, missä juot sen?
Kotona
Ravintolassa/baarissa
Juhlatilaisuuksissa
Muussa: missä?
9. Mitä viskiä suosit?
Savuista/turpeista
Hennon savuista/turpeista
Savutonta
En tiedä minkä tyyppisestä viskistä pidän
10. Mikä on suosikkiviskimaasi?
Skotlanti
Irlanti
USA
Suomi
En tiedä suosikkiviskimaatani
Muu: mikä?
11. Minkä viskeistä valitsisit?
Sherrytynnyreissä kypsytetyn
Bourbontynnyreissä kypsytetyn
Sherry- ja bourbontynnyreissä kypsytetyn
En osaa sanoa
12. Minkä viskeistä valitsisit?
Maissipohjaisen viskin
Ruispohjaisen viskin
Ohrapohjaisen viskin
En osaa sanoa minkä valitsisin
Muu: mikä?
13. Minkä viskeistä valitsisit?
Single malt - viskin
Skotlantilaisen blended - viskin
Bourbon - viskin
En osaa sanoa minkä valitsisin
Muu: mikä?

Appendix 2. Survey in English

Whisky purchase and consumption research

The purpose of this research is to gather information about whisky purchase and consumption behavior in Finland to utilise in HoReCa and alcohol industry sales and marketing activities. The target group of the research is adult people who live in Finland who consume alcohol.

The survey is anonymous and no single person can be identified according to their answers.

1. Age

- 18 - 30
- 31 - 50
- 51 - 65
- 66 or over

2. Gender

- Male
- Female

3. Place of residence

- Southern Finland (Uusimaa, Kymenlaakso, Etelä-Karjala, Häme, Päijät-Häme)
- Eastern Finland (Pohjois-Karjala, Pohjois-Savo, Etelä-Savo)
- South Western Finland (Varsinais-Suomi, Ahvenanmaa)
- Western and Inner Finland (Pohjanmaa, Etelä-Pohjanmaa, Keski-Pohjanmaa, Keski-Suomi, Pirkanmaa, Satakunta)
- Northern Finland (Kainuu, Pohjois-Pohjanmaa)
- Lappi

4. Do you drink whisky?

- Never
- Less than 6 times a year
- 6 - 12 times a year
- More than 12 times a year

5. Do you order whisky in a bar/restaurant?

- Never
- Primarily other products, rarely whisky
- Sometimes other products, sometimes whisky
- Primarily whisky, sometimes/rarely other products

6. Do you buy whisky from Alko?

- Never
- Primarily other products, rarely whisky
- Sometimes other products, sometimes whisky
- Primarily whisky, sometimes/rarely other products

7. If you drink whisky, how do you enjoy it?

- With ice
- Nothing added in it
- With water

In a cocktail
Differently; how?

8. If you drink whisky, where do you enjoy it?

At home
In a restaurant/bar
In festive occasions
Elsewhere: where?

9. Which whisky do you prefer?

Peated/smoky
Slightly peated/smoky
Non peated
I don't know which whisky i prefer

10. Which is your favorite whisky country?

Scotland
Ireland
USA
Finland
I don't know my favorite country
Other; what?

11. Which of these whiskies would you choose?

Sherry matured
Bourbon matured
Sherry- and bourbon matured
I don't know

12. Which of these whiskies would you choose?

Corn based whisky
Rye based whisky
Barley based whisky
I don't know
Other; what?

13. Which of these whiskies would you choose?

Single malt
Scotch blend
Bourbon
I don't know
Other; what?