

# In Italy, on December 14, 2024, a new traffic code came into effect.



And now we ask ourselves: how has it impacted our beloved spirits?

We couldn't ignore the question!

# COMPARISON: BEFORE AND AFTER THE LEGISLATION

We analyzed alcohol sales before and after the introduction of the new legislation (December 14), and here's what we found:

SALES OF HARD LIQUOR:

**-5%**



SALES OF WINE:

**+11%**



NOTE WELL: EVEN A PERCENTAGE CHANGE THAT SEEMS SMALL CAN HAVE A BIG IMPACT. THIS IS ESPECIALLY TRUE FOR PRODUCTS CONSUMED IN LARGE QUANTITIES.

# AND FOR THE "HEROES" OF THIS NEW TRAFFIC CODE: NON-ALCOHOLIC DRINKS?



Well, sales of alcohol-free beverages have increased:

**+5%**

IS IT A SAFER CHOICE... OR JUST A GROWING PREFERENCE FOR Milder ALTERNATIVES?

FROM TRAFFIC CODE ANALYSIS TO A BROADER QUESTION:

How do liquor sales generally fluctuate over the weekends?



**DECEMBER WEEKENDS\***

**+6%**

Here's what happens when Christmas falls on a weekday.

**WEEKENDS IN OTHER MONTHS\***

**+31%**

\*Comparison with weekdays.

THESE DATA SHOW HOW EXTERNAL FACTORS, LIKE A CHANGE IN TRAFFIC LAWS, CAN INFLUENCE CONSUMER BEHAVIOR

Guessing sales is unnecessary.

With **Delphi**, our machine learning tool, we can predict them.



# AND WHAT IF WE ALSO CONSIDERED RAIN?

Let's combine the effects of Weekends + Holidays + Rain



In **December**, rainy weekends see higher sales than dry ones.

**+26%**

In **other months**, rainy weekends lead to slightly higher sales than non-rainy ones.

**+2%**

