

The Grocer

Focus On RTDs & Hard Seltzers

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Booze is getting its groove on. One brand has identified so-called "third places" (music festivals and outdoor venues) as a key growth opportunity, particularly for RTD formats. "Consumers today want high-quality drinks that can be enjoyed in a variety of places and spaces, with third places accounting for 8% of total RTD serves," says a spokesman. So how are brands looking to tap this opportunity? What does it mean for retailers, and how they approach the category in terms of ranging, merchandising, etc? And how else are brands looking to drive growth?

Third places: Central to this feature will be an exploration of the size of the opportunity so-called 'third places' present the RTDs category and what brands are doing to make the most of it. What is it about RTDs and hard seltzers – for example, their size, strength, branding, etc - that make them attractive for festival goers? Are they usurping beer and ciders' places as festival goers' booze of choice?

Boozing on the move: In this feature we will be exploring the extent to which RTDs are drunk outside versus inside the home and how this affects their popularity in different retail channels and how they are merchandised. Do impulse retailers sell more RTDs than larger supermarkets? How important is it that they are chilled and ready to drink? How are multipack sales performing?

Canned cocktails: There's been plenty of canned cocktail launches in recent months. Who's winning in this market? And do these products differ from alcopops in terms of the demographics they appeal to, the occasions on which they are drink, price, abv, etc? How big can this market get in the UK?

Challengers v incumbent brands: We will also be looking at the extent to which growth is driven by challengers versus the big incumbent brands. What about other older brands?

Innovation: Another angle of this feature will be an exploration of the latest trends in product and format innovation. What have been the best performing NPDs of the past year and what's new for the coming year? We will profile eight new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.