

# The Grocer

Focus On: RTDs & Spirits

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**Submissions deadline:** 26 June 2026

How RTD brands are pushing the boundaries with NPD: From chilli mango to red wine & cola, RTD brands are getting seriously inventive when it comes to flavour innovation. New formats are gaining traction, too, with mini tinnies and spherical 'cans' gaining shelf space.

**Flavour innovation:** The disruptors

- Which wacky flavours have hit shelves in recent months?
- Which suppliers are leading the charge when it comes to disruptive innovation?
- Are the more experimental RTDs likely to have staying power?

**Spritz serves:** A growing category

- Which spirits and RTD brands are banking on the continued growth of spritz serves?
- How are brands pushing spritz serves through their marketing?
- Is the category at risk of becoming over-saturated?

**Retro RTDs:** Staying relevant

- How are the incumbent RTD brands faring?
- How are they modernising with new flavours and low & no spin-offs?
- Which brands are throwing money behind marketing campaigns?

**Spirits brands:** The old guard

- Which spirits brands have recently moved into RTDs?
- Are sales of spirits being impacted by moderation and squeezed budgets?
- How are spirits brands adapting their strategies to reach younger adults?

**Hard seltzer:** The state of play

- How are hard seltzer brands faring?
- Why has the category not taken off in the UK to the same extent as it did in the US?
- Which brands are still on the market?

**Brand spotlights:** We will profile two brands making an impact in the category. They must provide strong hi res images.

**Innovations:** We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.