

INTELLIGENCE REPORT

THE POWER OF THE SERVE

*Volume 2: Achieving Serve Strategy
Success Across Channels*

// 10.11.23

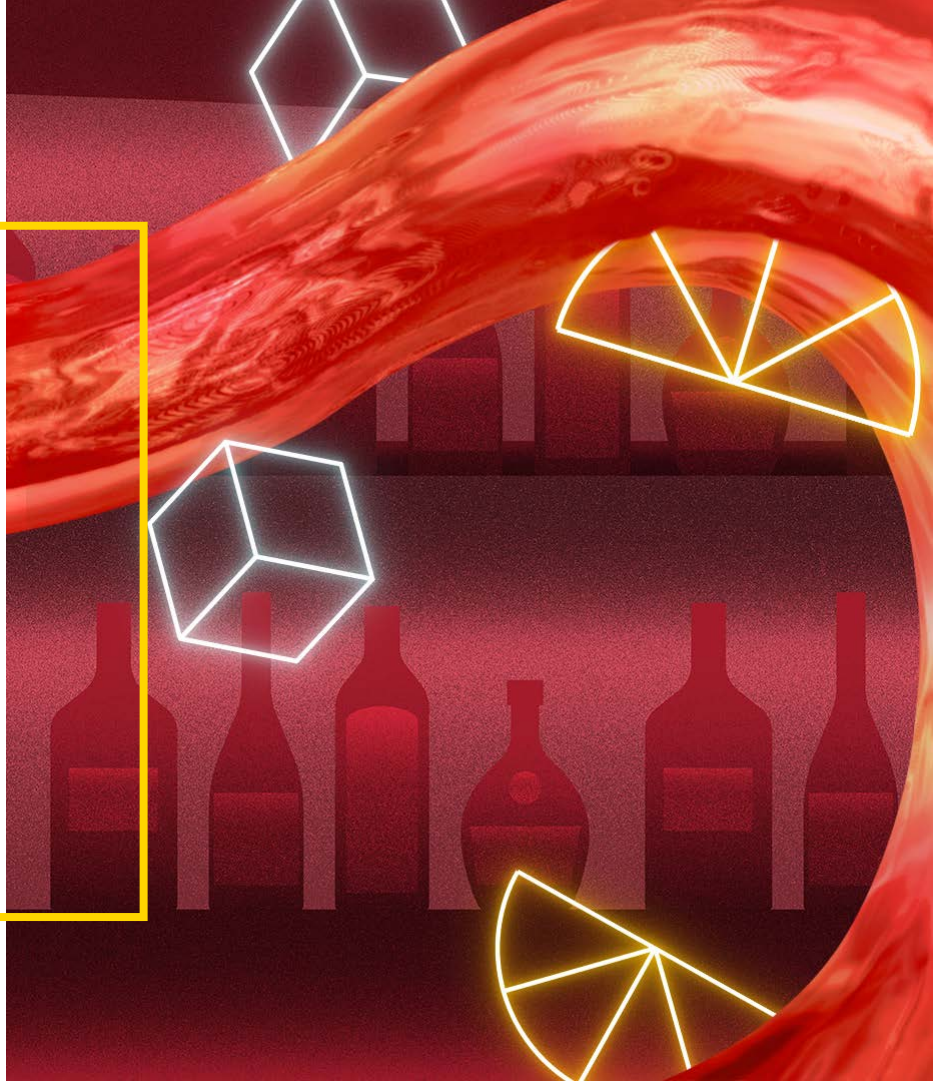


TABLE OF CONTENTS

03

SECTION 01
INTRODUCTION

A brief overview, introducing the context of this report and our methodology

20

SECTION 04
BRAND CASE STUDIES

Examples of successful brand serve strategies

06

SECTION 02
UNDERSTANDING THE PERFECT
SERVE TODAY

Mapping current market and consumer trends

30

SECTION 05
CONCLUSIONS

Rounding up our findings

16

SECTION 03
CREATING YOUR PERFECT SERVE

Our key pillars for a successful perfect serve

INTRODUCTION

The power of a great serve is nothing new to the world of drinks.

Creating delicious cocktails has always been a focus for drinks brands to engage bartenders and connect with the tastes and interests of consumers.

And the value of finding **that one perfect serve** is a subject that we have explored in depth historically...

We released our first report on the Power of the Serve in 2019 and have since released further reports around this topic examining:

- The role of the perfect serve in Off-Trade in 2020, in the midst of the pandemic
 - The rise of consumer education and the home premise in 2021
- The rise and evolution of batch cocktails – our latest release in October 2023.

But the world has changed a lot since 2019...

IN THIS REPORT

The dust is beginning to settle following the pandemic, but brands are still adjusting to the opportunities and challenges of an increasingly digital-orientated world.

And the drinks market itself is continuing to change, with the needs, buying behaviours and consumption patterns of consumers continuing to evolve and the arrival of the cost-of-living crisis putting a strain on both consumers and retailers.

All of which leads us to questions like:

Have the demands of a serve evolved from the market and consumers?

Have the power and role of the perfect serve changed?

Do brands need to build their perfect serves differently now?

Are any new essential tools becoming available?

*Questions which we'll be looking to answer in this second edition of **The Power of the Serve**.*

OUR **APPROACH**

To tackle this big topic, we have brought together our observations of key market and consumer trends to examine what brands today need to consider when building their perfect serve.

Provided our recommendations based on experience on the key ingredients to build serves that can work across channels.

Backing these observations up with case studies from a mix of leading brands and newcomers making their mark on the scene.

All complemented with some original insights from the front lines, from our magnificent panel of speakers in our latest webinar on this subject.



The Power of the
SERVE
2.0



UNDERSTANDING THE PERFECT SERVE TODAY

*Mapping current market
and consumer trends*

02

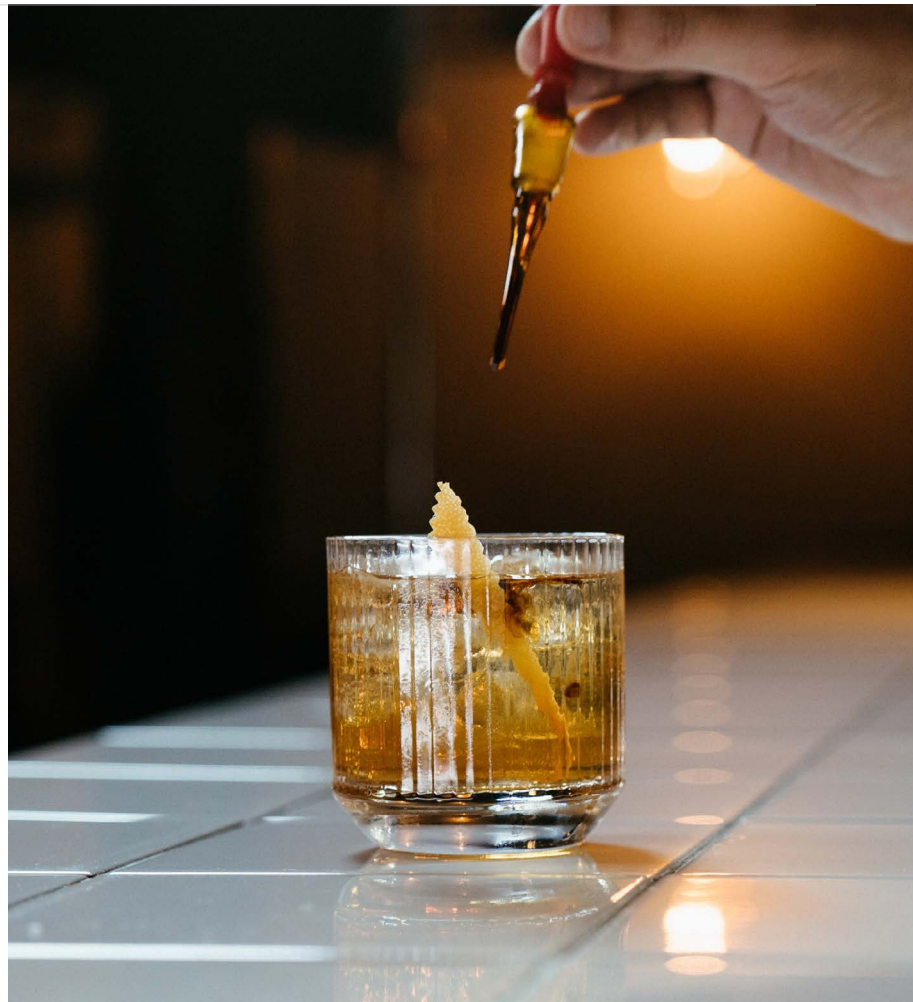
WHAT IS A PERFECT SERVE?

Whether you call it 'signature serve', 'classic serve' or – our preferred option – the 'perfect serve', we define it as:

A hero drink that perfectly showcases a brand's quality, the house style of its liquid, and its consumption occasion.

Captured in a beautiful serve that can be consistently delivered to a high standard in any channel, at any touchpoint.

Used to encapsulate a brand's wider serve strategy and get both bartenders and consumers past that first hurdle – getting liquid on lips and helping them connect with the brand.



WHY DO YOU NEED ONE?

A well-crafted perfect serve has the power to benefit every level of your brand's audience.

// BRAND TEAMS

1. Provides a clear and easy way to be able to communicate your product, its occasion, values, craftsmanship and your brand story – forming a narrative around the serve itself.
2. Helps engage bartenders, getting liquid on lips and encouraging them to get mixing.
3. Intuitively communicates to consumers where your brand belongs in their lives, through the look and flavour.

// BAR TEAMS

1. Shows them how they can make a serve that will consistently and easily delight consumers and boost their profits, with a drink they know is tried and tested.
2. Gives them that start-point that can inspire other ways they can use the product.
3. Provides them with a story, brand and category knowledge that they can, in turn, share with consumers.

// CONSUMERS

1. Gives consumers who are new to your brand the assurance of a reliable, delicious and easy serve they can make at home.
2. Allows existing fans of your product to show off and impress friends by recreating at home a cocktail they have seen in a bar.
3. Simplifies the shopping process, with a small number of ingredients simply and clearly communicated at shelf.

“Signature serves can be a really big part of a brand's personality.”

Shervene Blackburn

Global Head of On-Trade Channel Development



“It's the tasty, tangible connection between the brand and the consumer, and I think that's where the power lies.”

Claire Warner

Wine & Spirits Expert



“It's an opportunity to connect with your current audience and also to connect with a new audience.”

Rich Woods

A.K.A The Cocktail Guy



“The power of the serve is capturing the excitement and the belief of the consumer with true simplicity.”

Ally Martin

Global BA at Hendrick's Gin



HOW HAS THE MARKET CHANGED?

While the definition of what makes a perfect serve remains much the same as in our previous reports, the market it exists in is now very different than it was back in 2019.

To better understand how brands now need to approach creation of perfect serves today, we have examined **key market and consumer trends** and what they mean for brands.



MARKET TRENDS

01

Gradual Restabilisation

While 2020 saw 4% losses due to the pandemic, the market is now slowly but surely recovering, with a 12% value growth in 2021, surpassing the previous high in 2019.

However the volume of sales is recovering a little slower, with a 3% volume growth in 2021 and a more subdued 1% volume growth reported in 2022, meaning sales volumes likely won't recover to pre-pandemic levels for another year or two.

02

New Spirit Leaders

Gin was most recently the growth category to watch, but it is now in decline in the UK and has lost momentum in key growth markets such as Australia and South Africa. In its place, we're seeing a global rise in the popularity of **Rum, Whisky and Agave spirits**:

Rum showing an 9% global volume growth between 2021 and 2022. Whisky increasing 8% in the same period and holding out as one of the US's few growing spirits categories by volume, predicted to grow by 3.2% by 2031 and even overtake vodka. And Agave predicted to experience a 67% growth in value between 2021 and 2026.



MARKET TRENDS

03

Global Premiumisation

The world is showing a trend towards lower quantity but higher spend, with key markets like the US and China leading the way.

Market volume growth is predicted to stay at 1% for the next four years, but market value is rising faster with a predicted 2.5% compound annual growth rate, bringing the global beverage alcohol market value to USD 2 trillion by 2031.

04

Non-Alcoholic Boom

Non-alcoholic 'spirits' have been identified as a category to watch, with a predicted 7% compound annual growth in volume from 2022 to 2027, to account for 2% of the total global beverage alcohol market.

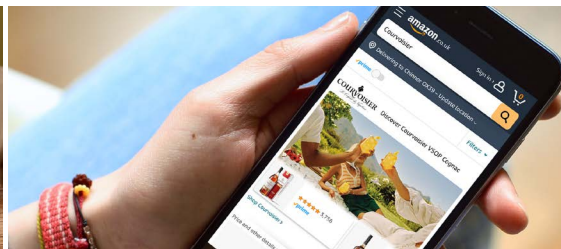
No-alcohol products have gained a lead on low-alcohol, growing 9% in volume in 2022, driven by improved technology and flavour and more established consumption occasions as the market has matured.

05

The Growing Role of E-Commerce

Following an initial boom in sales of up to +43% in 2020 during the height of Covid, the channel's growth has now levelled out.

It continues, however, to be a key growth area for brands, with sales predicted to contribute over USD 10 billion to the beverage alcohol market over the next five years across 16 focus markets, to reach nearly USD 40 billion by 2026.



CONSUMER TRENDS

01

Drinking Less But Better

Building on existing health-driven moderation trends, the more recent economic pinch of the cost-of-living crisis has further driven a drop in alcohol consumption, with decreasing frequency of occasions and a lower amount consumed per occasion.

In 2022, the IWSR found that **half the adult drinkers surveyed** across 17 focus markets expressed interest in moderating their alcohol consumption. This is a trend that is being led in particular by markets like Germany, the US, Canada, Australia and China.

02

More Home Premise Mixology

One third of alcohol drinkers now state that they would rather treat themselves to a better-quality drink at home than go out.

This has driven rapid growth and premiumisation of home serves, and in particular RTD cocktails which are expected to grow by 12% in volume by 2027 to reach a total market value of USD 40 billion by 2027 across the 10 leading markets.

In turn, this leaves the On-Trade in a slow recovery as bars battle against changing habits and increased costs of operation across the board, now predicted only to return to pre-pandemic sales volumes by 2026.



CONSUMER TRENDS

03

Choosing Classic Cocktails

Going into 2023, nostalgia drinks, classic cocktails and cross-category twists on classic cocktails were highlighted across trend articles as a dominant theme for the year in both the On-Trade and Off-Trade.

And while we eagerly await the publication of new figures in January 2024, the prediction seems to have held true, with cocktails like the Paloma, Cosmopolitan, Martini, Margarita and Spritzes dominating top-selling cocktail lists – though none quite matching the runaway success of the Hugo Spritz, driven by social media buzz.

04

More Experimentation

Following the boom of at-home mixology during the pandemic, consumers have held on to a more adventurous approach to drinks.

The proportion of consumers reporting that they like to try new drinks has risen quickly, with the UK leading the way in Europe at 47% agreement, and countries like China, Brazil and the US leading from a global perspective.



WHAT ARE CONSUMERS LOOKING FOR IN A PERFECT SERVE?

Reviewing these market and consumer trends, adopting a perfect serve feels more important than ever.

Consumers are splitting their drinking occasions more evenly between at-home and in bars, and expecting reliable quality and consistency in both.

This drives the need for brands to adopt high-quality perfect serves that balance desirability, familiarity and simplicity which can exist across all channels, not just the On-Trade.

"We've got such amazing, discerning consumers now, that are looking for exciting, distinctive serves.

We ultimately want a serve to transcend that bar environment and to be something a consumer can make easily and accessibly at-home"

Claire Warner
Wine & Spirits Expert

This leads to our key recommendation:

Choose a Classic!



THE POWER OF A CLASSIC

While drinks like the Diet Cokagne have been able to gain viral status on social media, it's the ones that riff on familiar classics, like the Negroni Sbagliato, that have been able to stick around on menus.

Building your perfect serve from a classic cocktail and putting your own ownable spin on it has the power to:

// GET YOUR NAME OUT THERE

Almost instantly, without the need to invest in educating people on a completely new cocktail.

// BRING BARTENDERS ON BOARD

With a cocktail that is familiar enough to understand instantly, while allowing them room to get creative and experiment.

// CONSUMERS FEEL LIKE PROS

Achieve bar quality at home by making these recognisable cocktails simple.

Don't believe us? Just take a look at the consistent leaders in the perfect serve arena like Bacardi with the Mojito, Aperol's revival of the Spritz, and Hendrick's brilliant elevation of the simple Gin & Tonic with Cucumber.



CREATING YOUR PERFECT SERVE

*Our key pillars for a
successful perfect serve*

03

MAPPING OUR METHODOLOGY

With the changes the market has gone through in the last four years and the growing importance of a cross-channel approach to the perfect serve, we have reviewed and combined our serve mapping tools from our original two reports, *The Power of the Serve* and *The Power of the Serve in Off-Trade*.

THIS HAS CULMINATED IN OUR RECOMMENDATIONS FOR THE KEY INGREDIENTS AND ESSENTIAL STEPS FOR SUCCESS.



THE POWER OF THE SERVE BLUEPRINT



Define Your
Desirability

Know Your Target

The foundation of any good drinks strategy – the first step in identifying your perfect serve is to clearly define where it needs to live.

Defining what occasion your product fits into, what consumers you're going after, and what trends or needs you can tap into.

Are you a daytime brand?

Are you trying to shake up your category?

Are you talking to a health-conscious crowd?



Create Simplicity
& Consistency

Scale the Recipe

Embrace a simple, fresh execution of your cocktail that leaves room for bartenders to play and promises a simplified recipe for at-home – ideally 3 ingredients/3 steps.

The fewer steps consumers have to go through to achieve a bar-quality cocktail, the more likely they are to give it a go. And perhaps even an RTD / RTS version for more laid-back occasions. For more information, check out our dedicated report on the topic.

"When you're creating serves as a brand you need to use a 'corner shop mentality'... using ingredients you can find in any bar in the world."

Ally Martin, Global BA at Hendrick's Gin

Choose a Classic

As we've seen, embracing a classic cocktail or cocktail category that fits your audience and occasion is much easier for consumers to understand and for bartenders to riff on.

Are you trying to be a disruptor or recruit from another category? Then maybe consider embracing a classic cocktail not traditionally associated with your category to convert new audiences.

We're looking at you, Mezcal Negroni!

Create a Clear Narrative

Off the back of defining what benefits your serve can offer, build a clear narrative path embracing your perfect serve from the first time consumers encounter your brand to the point of purchase.

Whether it fits in as a seamless part of your occasion, or takes centre stage, your serve should be a constant presence.

"[Serves] are a powerful tool for brands, bartenders and bars themselves to tell their story."

Raffaele Di Monaco, UK BA at The House of Suntory

Make it Yours

Delve into your brand story to see what ownable twist you can bring to your chosen serve in both flavour and looks - a bold drink colour, distinct garnish or bespoke glass can go a long way to drive recognition and appeal.

And of course, make sure it tastes amazing, showing off the best qualities in your liquid!

"Ultimately a drink has to be delicious, before anything else."

Rich Woods, A.K.A The Cocktail Guy

Design Hard-working Assets

Use that clear narrative to create key assets across channels.

Create the essential web assets, social content and in-store visibility to help consumers engage with your story along the path to purchase.

Then ensure bars have access to key resources like beautiful serve imagery and simple and appealing menu description guidelines to help them sell your serve with ease.

"Some of my most successful menus are ones where I've just written three descriptive words that summarise the profile of that cocktail."

Rich Woods, A.K.A The Cocktail Guy

THE POWER OF THE SERVE BLUEPRINT

Persistently
Add Value

Educate

Use your perfect serve as a backbone to educate both consumers and bartenders.

Show bartenders how your serve can increase their profits and then give them permission to get creative with personalising your serve with their own story.

At the same time, help consumers feel confident that they have the knowledge to perfect your serve at home, with ease. This will, in turn, drive their expectation of bars to deliver your serve to a high standard, solidifying its presence.

Deploy Confidently

Use every available touchpoint, across every channel, to communicate your perfect serve.

Maximise the chances for consumers to encounter your recipe, from activations to website and social features, to on-pack recipes and in-store visibility.

“Engage consumers at every stage of the marketing funnel – that’s how you’re truly going to embed a serve over time.”

Ally Martin, Global BA at Hendrick’s Gin

Provide Valuable Tools

Provide bartenders with the essential kit to create your serve – glassware and any specialist bar or garnish tools to make sure they can achieve that perfect execution every time.

Create attractive gift-with-purchase / valued-added pack deals that can help consumers feel confident to make your serve like a pro.

“About 45% of consumers will buy a drink again if it’s served correctly and deliciously the first time.”

Raffaele Di Monaco, UK BA at The House of Suntory

Drive on Digital

Capitalise on the growing power of e-commerce by leading with your serve in your own integrated web shop and through tools like Amazon Pantry to create a seamless experience.

And maintain a steady presence of quality serve-related content, while constantly monitoring conversations on social media – you never know when you may be able to jump on an emerging trend that connects to your perfect serve!

“People want to take a picture of the next thing.”

Rich Woods, A.K.A The Cocktail Guy

Leverage Partnerships

Using cross-merchandising and brand collaborations significantly boosts the resources you can put behind communicating your serve. It also increases your reach, makes your serve even easier to execute, and drives value perception in both On and Off-Trade.

And partnerships with the right influencers and bartenders on and off social media can significantly increase your awareness.

Be Patient

The temptation for brands is to refresh their serve strategy every few years, but a truly great serve will stand the test of time – and can take 10 or more years to reach its full potential.

“It took at least 20 years for Aperol Spritz to reach its fame.”
Shervene Blackburn, Global Head of On-Trade Channel Development

“To achieve consistency requires time.”
Raffaele Di Monaco, UK BA at The House of Suntory

Activate with
Conviction

BRAND CASE STUDIES

*Examples of successful
brand serve strategies*

04

THE PERFECT SERVE IN ACTION

With our framework for building a perfect serve in mind, we have looked at some key case studies of brands reaping the benefits of the perfect serve, nailing one or more of our key touchpoints.

We have focused on some of the newer players in the market to see what innovative ways brands are using the power of the serve – and because we’re all familiar enough with the excellent work of brands like Aperol and Hendrick’s by this point!

If you would like to see our write-up on these iconic brands, please check out our original Power of the Serve report.

01 JOHNNIE WALKER HIGHBALL

A worthy first mention, Johnnie Walker stands out as the perfect example of what a big brand can achieve with strong investment behind a perfect serve. Its confident ownership and consistent cross-channel execution of the Highball has yielded significant results since the initiative's launch in 2019.

// DEFINE YOUR DESIRABILITY

- Meets consumer need for lighter, brighter drinks.
- Seamlessly executed during **daytime moments**. Step-change from whisky's traditional nighttime realm.
- Ease and refreshment of beer-meets-cocktails' colourful world.
- Familiar enough for whisky fans, but also accessible for new drinkers.
- Individualised garnishes make the serves more recognisably "Johnnie Walker" and bring out the flavours of each highball serve.

// CREATE SIMPLICITY & CONSISTENCY

- Has flexibility for bartender creativity.
- Comms and photography simply convey the refreshing and easygoing nature of the serves.
- Always using **tall glassware** disrupts people's usual expectations of whisky.

// PERSISTENTLY ADD VALUE

- Partnership with **mixer brand Fever-Tree** ensured easy execution in all channels and created opportunities for unique co-branded initiatives.
- Leveraging **influencer partnerships** with personalities like the musician Joji to promote themed highball kits to celebrate his album release Nectar.
- Off-Trade with highball bundles to make it easy to create at home.
- Supported with consistent education shared through social media and website.

// ACTIVATE WITH CONVICTION

- Brand visitor centre at The Johnnie Walker Experience in Princes St, Edinburgh.
- **Highball summer activation** bars across key cities at key cultural events like the Edinburgh Fringe.
- On-Trade with strong branded assets and mechanics, including highball cocktail taps menus sections and to drive visibility.



02 COURVOISIER FRENCH TWIST / THE GALA

Courvoisier saw an opportunity to take a lesser-known historic cocktail category and transform it into the serve of the summer to engage a younger generation of cognac drinkers.

// DEFINE YOUR DESIRABILITY

- Uses **summer cues** to break away from the evening occasions associated with cognac.
- Tapping the historical roots of the Daisy serve category to convey moments of the brand's joie de vivre through a longer, more refreshing citrusy serve.
- Served in a stemmed glass for a premium look and tap into the popularity of Spritzes.
- With a fresh **lemon twist garnish** for an ownable and fresh, simple way to make the serve distinct and ownable.

// CREATE SIMPLICITY & CONSISTENCY

- The brand flexed the core recipe for two executions of the Daisy serve:
- French Twist – a 4-ingredient recipe that bartenders could play with and elevate with their own personality in the On-Trade.
- The Courvoisier Gala – a +1 recipe simply requiring a sparkling lemon soda mixer (e.g. Fever-Tree Sicilian Lemonade) for At-Home.

// PERSISTENTLY ADD VALUE

- Dynamic media connection between touchpoints producing eye-catching, engaging assets.
- **Dedicated webpage** providing ongoing education.
- Off-Trade POS – Recipe Neck Tags provided easy guidance on execution of the perfect serve.
- Brand video content with a playful, joyful style brought each recipe to life.

// ACTIVATE WITH CONVICTION

- **Gala Rooftop Terrace Summer Takeovers** with accompanying PR features in key publications.
- Large-scale **Mural Advertisements** in key major cities.
- **Fleet of buses** with Gala wrappers.
- Digital touchpoints to connect people online across all activations and POS.



03 CHANDON GARDEN SPRITZ

This sparkling wine brand broke into the RTS space with its bottled spritz, demonstrating the power of balancing desirability with attainability and embodying elegant garden party occasions in every market, consistently backed up with branded glassware and a signature garnish to build recognition.

// DEFINE YOUR DESIRABILITY

- The Garden Spritz launch campaign was a powerful demonstration of creating an aspirational moment – **Daytime Garden Drinks**.
- Inviting consumers to step into this occasion.
- Embracing the popularity of a Spritz.
- Challenging champagne's dominance over special celebrations and opening up other daytime occasions for sparkling wine.
- Making the occasion theirs with beautiful glassware and a signature rosemary and orange garnish.

// CREATE SIMPLICITY & CONSISTENCY

- Utilises **similar branding to core range** for consumer trust and familiarity.
- **RTS style** makes it incredibly simple to get right every time.
- Easy for bartenders to execute during busy periods.

// PERSISTENTLY ADD VALUE

- Elegant drink to wow friends in an at-home drinking environment.
- Ongoing digital comms support.
- **Branded glassware and branded glass markers** used in activations with QR codes to direct consumers to their website to learn more.
- Branded menus at pop-up activations.

// ACTIVATE WITH CONVICTION

- **Window displays in premium retail outlets** to establish their desirable occasion.
- Pop-up Chandon Garden Spritz **takeovers in every market** at launch to gain PR and influencer coverage.
- Consistent eye-catching photography and video content to drive social media presence.



04 CAMPARI NEGRONI

Campari has leaned into the icon status of the classic Negroni cocktail to educate and engage bartenders, whilst driving appeal with consumers through impactful activations.

// DEFINE YOUR DESIRABILITY

- Embracing one of the world's most popular cocktails.
- Already **synonymous with sophisticated evening** drinking moments.
- Heavily associated with the On-Trade environment.
- Vibrant red colour, glassware, garnish and style of ice are all integral to the serve.
- Gained popularity amongst younger generations with the **viral 2022 TikTok trend**.

// CREATE SIMPLICITY & CONSISTENCY

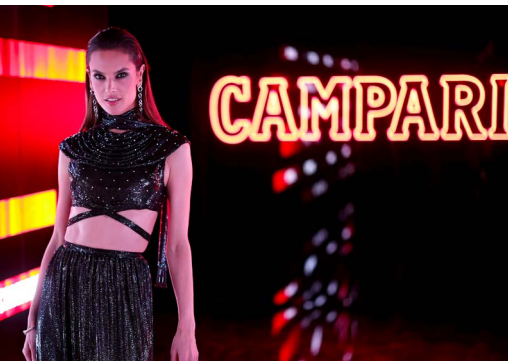
- The 1:1:1 jigger ensures consistency and ease of service.
- With a 3-ingredient serve makes it **easy for both bartenders and consumers** to create correctly.
- Released as an RTD for even easier uptake, opening more at-home occasions.

// PERSISTENTLY ADD VALUE

- The Campari Academy digital education programme provides training for Campari staff, bartenders and cocktail enthusiasts alike.
- Off-Trade activations consistently push the Negroni at-shelf.
- Gift-with-purchase bundles present consumers with key serve tools eg bar spoons.
- 'How to' cocktail videos available through website and social media channels.

// ACTIVATE WITH CONVICTION

- Official partner of the 76th Festival de Cannes in 2023.
- Hosted guests in a 'Discover Red' takeover at the Martinez Hotel.
- Sponsored the 2023 London BFI Flare film festival.
- Campari's Annual Negroni Week supports Slow Food's mission for fair and sustainable practice in the On-Trade.
- Strong presence of the Negroni in e-commerce, with bundle orders through Campari's [Amazon Pantry page](#).



05 PATRÓN RANCH WATER

Taking inspiration from another spirit category, Patrón has adopted a serve reminiscent of the classic vodka, lime and soda to stand out from the competition and connect with trendy health-conscious audiences.

// DEFINE YOUR DESIRABILITY

- Patrón Ranch Water is advertised as the perfect cooling, refreshing drink to enjoy during the summer season.
- Created to be shared with others.
- Tapping into the demand for creating sessionable spirit-based serves.
- Using **soda water** to appeal to the health-conscious consumer.
- Served in a tall glass with lots of ice for refreshing visual appeal.

// CREATE SIMPLICITY & CONSISTENCY

- Minimal ingredients Patrón tequila, lime and soda over ice embody the “**corner shop mentality**”, ensuring any bar or consumer can make the drink.
- With a simple recipe, **built in the glass** to maximise ease of preparation.

// PERSISTENTLY ADD VALUE

- Spotlights as the signature serve through all online communications.
- Regularly featured in photo and video assets on social media.
- Engaging bartenders through the Patrón Perfectionists annual **bartending competition**.

// ACTIVATE WITH CONVICTION

- Speciality takeover menu created in partnership with celebrated chef Tom Sellers in top bars across London.
- POS available for On-Trade accounts to drive brand awareness.



06 NO3 MARTINI

No3 is rare example of a brand that used the perfect serve even before launch to drive quality perceptions – positioning it as the perfect gin for a classic Martini.

// DEFINE YOUR DESIRABILITY

- Celebrates a classic cocktail with worldwide popularity.
- Taking **two years working alongside industry experts** to craft the perfect liquid and ensure buy-in from key bartenders – a story which the brand heroes to signal its quality to consumers.
- No3 immediately launched into the market, heroing the Martini as its go-to serve.

// CREATE SIMPLICITY & CONSISTENCY

- The Martini recipes they promote feature simple ingredients, well-executed.
- Use of a lemon twist every time to elevate flavours and complete the serve.
- Launched with the **simple yet clear comms line** 'Pursuit of Perfection'.
- Supported by 'The Perfect' **video series** sharing the perfect ingredients for an elevated martini cocktail.

// PERSISTENTLY ADD VALUE

- **Hosts competitions** encouraging bartenders/ mixologists to reinvent classics with a strong focus on technique.
- Offers Off-Trade gift-with-purchase sets featuring the classic G&T and the Martini.
- Carefully curated digital 'How To' content regularly shared on social.
- Launched to market with consumer bundle containing **NUDE glassware** – providing the perfect glass for the perfect Martini.

// ACTIVATE WITH CONVICTION

- Official gin partner of 'The World's 50 Best Hotels' awards 2023.
- Introduced the super premium **Globetrotter Martini Travel Case** to create PR buzz and desirability.
- **Collaborations with luxury bars** across London to engage with bartenders and consumers.
- Comms and assets centered around the Martini.



07 MALFY SPRITZ

Malfy perfectly integrates its Spritz-style serves to their occasions and lifestyle through consistent comms and activations, creating desire for its drinks as a consumer's easy doorway into Italy's 'La Dolce Vita' lifestyle.

// DEFINE YOUR DESIRABILITY

- The Spritz is heavily associated with summer season.
- Tapping into **casual dining moments**, served with light bites to connect to that aperitivo moment.
- Harnessing the growing popularity of the Spritz category and longer-style drinks.
- Served consistently in stemmed glasses and garnished with fresh ingredients like blueberries, lemon wheels and rosemary for a refreshing sophistication.

// CREATE SIMPLICITY & CONSISTENCY

- Their recipes consistently use **3 ingredients or fewer**.
- Always tied back to the **Italian lifestyle** in the narrative on branded menus in activations.
- Recipe features in **supplier magazines** further drive visibility, reinforcing their story, and connecting to summer occasions.

// PERSISTENTLY ADD VALUE

- **Beautiful, strongly branded serveware** like glasses and trays create desire in On-Trade.
- Bottle and glassware gift-with-purchase kits sold in the Off-Trade to drive trial and purchase.
- Leveraging partnerships with brands like Fever-Tree to create **retail promotions and gift packs**.

// ACTIVATE WITH CONVICTION

- **Immersive takeovers** like 'Escape to a Malfy World' – cocktail and culinary experience.
- Pop-up terrace takeovers in key venues in cities around the world.
- Featured on Off-Trade POS including FSDU displays and shelf barkers.



08 GREY GOOSE SPRITZ

In 2021 Grey Goose also embraced the powerful appeal of the Spritz category for a serve-driven campaign that embraced the summer with effortless elegance.

// DEFINE YOUR DESIRABILITY

- Used the popularity of the Spritz serve to tap into daytime drinking moments.
- Using **soda water instead of prosecco** appeals to the lower ABV trend.
- Focusing on the benefit of the serve to create an effortlessly smooth summer.
- Leaning mostly into **clear, colourless mixers** for a clean, refreshing look and to make their **simple, fresh fruit garnishes pop**.
- Served in a stemmed glass as a visual cue to attract consumers.

// CREATE SIMPLICITY & CONSISTENCY

- Stepping away from a traditional Spritz to use soda allowed easier execution, with a few accessible ingredients and offered a fresh perspective on the serve.
- Backed up with impactful comms and ad campaigns that leaned confidently into the summer occasion and benefit of this effortless drink style.
- Also carried the serve into an RTD Spritz range in 2022 to break into more casual outdoor occasions.

// PERSISTENTLY ADD VALUE

- Campaign supported with online advertisements to demonstrate the simple recipe.
- **Impactful menu designs** for On-Trade activations.
- **Recipe content regularly shared** across social media platforms and on partner e-commerce websites to drive uptake.
- Bacardi's 'Shake Your Future' **bartending course** encourages bartenders to hone their craft.

// ACTIVATE WITH CONVICTION

- Signature serve at **'The Lawn Club' activations across Canada** brought their Spritz together with food and games of pétanque for a taste of the French Riviera.
- **'Summer of Spritz' outdoor pop-up events in Australia.**
- Engaging campaign social content featured online, with a strong focus on **Instagram reels**.



CONCLUSIONS



*Rounding up
our findings*

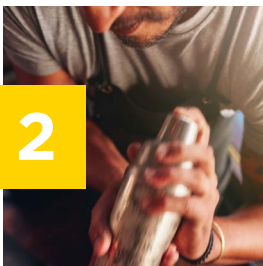
05



The Perfect Serve should be your rock

While consumers are more curious and discerning than ever, there is still a lot of noise out there in the market.

Having that one simple, desirable and approachable classic to fall back on and use to tell your story is essential to connect with your audience.



Everyone can play in the perfect serve space

With consumer spirit preferences shifting and less dominance by gin, every category now can and should play in the perfect serve space to capitalise on more experimental consumer tastes.



Create demand from both sides

With the steadily increasing ability to speak directly with both bartenders and consumers, make sure you push to convert both to your perfect serve and create a positive feedback loop.



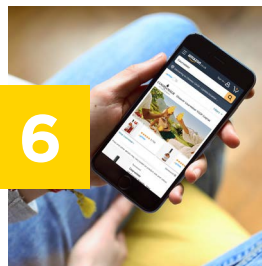
The moment is here for Rum, Whisky, Agave and No/Low-Alcohol!

With the rising momentum behind each of these categories, brands should embrace the perfect serve to cut through the noise and solidify their presence as category leaders.



Consider bottling your perfect serve

Adapting your serve into a premium RTD or RTS cocktail can further expand your serve's reach and capitalise on the ongoing premiumisation trend – [see our dedicated report on the topic to learn more!](#)



Drive on digital

No brand can afford to miss the opportunity to leverage the power of online communication.

And with e-commerce set to continue to grow, the time is now to hone your digital skills and help your serves find their way into consumers' homes.

REFERENCE LINKS

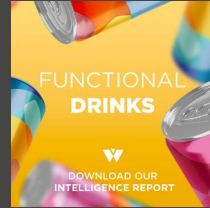
- www.theiwsr.com/global-beverage-alcohol-rebounds-in-2021-with-value-reaching-us1-17-trillion/
- www.thespiritsbusiness.com/2022/09/alternative-agave-spirits-could-challenge-tequila/
- www.thespiritsbusiness.com/2023/07/in-demand-the-growth-of-the-global-alcohol-market/
- www.theiwsr.com/no-and-low-alcohol-category-value-surpasses-11bn-in-2022/
- www.theiwsr.com/beverage-alcohol-ecommerce-value-to-grow-by-a-third-over-the-next-five-years-despite-weaker-macroeconomic-outlook/
- www.theiwsr.com/global-beverage-alcohol-shows-subdued-growth-2022-2027-whilest-value-outlook-is-more-positive/
- www.thespiritsbusiness.com/2023/06/alcohol-sector-to-hit-2tn-by-2031/
- www.theiwsr.com/beverage-alcohol-ecommerce-value-to-grow-by-a-third-over-the-next-five-years-despite-weaker-macroeconomic-outlook/
- www.theiwsr.com/the-8-drivers-of-change-for-beverage-alcohol-in-2023-and-beyond/
- www.thespiritsbusiness.com/2023/10/rtd-sector-to-grow-12-by-2027/
- www.kantar.com/uki/inspiration/advertising-media/consumer-drinking-trends
- www.theiwsr.com/key-trends-driving-the-global-beverage-alcohol-industry-in-2022/

Why not take a look at some of our previous Insight Reports here...



A DIGITAL FIRST APPROACH TO DRINK BRANDS

We've got under the bonnet of drinks brands leading the charge towards digital; we've sought out the best-in-class examples.



FUNCTIONAL DRINKS

One of the oldest categories within the drinks industry and also one of the broadest, this has been a fantastic topic to get stuck into.



BRANDS WITH PURPOSE

An evolutionary process within the world of business, and particularly within the drinks industry, that drives brands to stand for more.



wonderworks

wearewonderworks.com