21 MAY 2022

The Grocer Guide to...

The Grocer

Beer & cider

Heineken UK

Invitation to Drink the G.O.A.T.

DETAILS

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KEY BRANDS

Strongbow® Original Cider
Strongbow® Dark Fruit
Strongbow® ULTRA Dark Fruit
Strongbow® Cloudy Apple Cider
Strongbow® Rosé Cider

To meet the growing needs of consumers looking for alcoholic drinks that fit their desire to lead more balanced lifestyles, Heineken UK reveals it has launched Strongbow Ultra Dark Fruit, a 4% ABV fruity cider at 95 kcals per 330ml slimline can from the "UK's favourite" cider brand Strongbow.

"A refreshingly light cider with natural berry flavourings and the familiar dark fruit colour, Strongbow Ultra Dark Fruit is targeted at 18- to 40-year-old men and women and ranks in the top 10% of all alcohol concepts tested among its target audience[1]," notes the company.

"Strongbow Dark Fruit's launch in 2013 shook up the cider category by feeding consumer demand for innovation and is now the number two cider on the market[2], paving the way for Ultra's success," it says. "Ultra plays into the strong market desire for lower-calorie drinks, providing a huge opportunity for retailers to grow cider penetration from its current 45% level and flavoured cider from 30.4%[3]."

With 59% of consumers looking for lighter choices when shopping[4] and 60% of Brits saying taste is the most important factor[5] when buying a drink, Ultra fills a clear gap in the market for a lower-calorie, flavourful cider, notes Heineken, adding: "Extensive product testing confirmed 70% of people who tried Ultra would 'probably or definitely buy'[6]."

In a break away from traditional cider marketing, Heineken UK revealed a disruptive £12m nationwide campaign to support the launch of Strongbow Ultra Dark Fruit – 'Drink the G.O.A.T'. "Strongbow has always had a sense of humour, so it seemed only right to launch Ultra with a huge personality. The purple goat, which casually nods along to garage music, moves cider advertising out of the traditional heartland of orchards and the West Country," it adds.

> **"ULTRA plays into the strong market desire for lower-calorie drinks, providing a huge opportunity for retailers to grow cider penetration"**

Launched on 25 April, Ultra's marketing campaign includes OOH billboards & takeovers, TV advertising, disruptive social media and a 500,000 mini can sampling initiative, providing people with the chance to 'drink the G.O.A.T.'. The huge media drive will also include extensive in-store activation.

To reach 99% of all Gen Y and Z adults[7], Heineken UK has prioritised media environments that will demand consumer attention. The disruptive creative, with an expected 437m impressions, will be Strongbow's biggest and boldest campaign yet.

Strongbow Ultra Dark Fruit is available in grocery and convenience stores across the UK in single 330ml cans and packs of four and 10.

Source

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Contents

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Analysis

Re-setting the bar

As this year's summer approaches, beer and cider suppliers are hoping that consumers' increased love of outdoor celebration and gatherings will spur the recovery from what has been a challenging couple of years, as they also face into the new normal of shoppers' expectations

So, where are we at? And where are we going? That is the question now facing many beer & cider category suppliers as they dust themselves down from the tornado of the past two years.

It's a valid point. Consumer habits and expectations have changed. What was already a demanding market in the UK has become even more diverse as the focus shifts towards personal health, lifestyle and the welfare of the planet.

For many food and beverage categories, 2022 is rapidly becoming the year when the comparison with the last 'normal' trading year (pre-Covid) – 2019 – becomes the relevant benchmark from which to launch new strategies for the future. And this rings true for the beer & cider category as much as any other.

Writing in a recent blog[1], Jennifer Zegler, associate director for food and drink at Mintel, says: "As costs rise in many markets, beer and cider brands will need to emphasise their value and the advantages they offer to the more casual and health-conscious lifestyles that resulted from the pandemic. Brands can also stay relevant with consumers by sharing the details and trustworthy verification about their environmental and ethical commitments."

In an challenging economic scenario, with consumers increasingly focused on health – and therefore cutting down on alcohol consumption – and with growing competition from a raft of flavoured soft drinks, beer and cider suppliers are going to have to prove their provenance and 'better for you' credentials to stay ahead of the game. And in fact, many are already doing so via premium, flavour and low-/no-alcohol launches.

Where we are at

According to a recent article in The Grocer, overall, the beer and cider category lost £470.3m[2] over the past year to 22 February). In the article, analyst Michael Holland noted that "very few alcohol categories were able to lap their unprecedented and pandemic-driven growth rates from last year". However, "compared to two years ago, the beer & cider category was able to hold on to a significant proportion of its Covid gains, with value up 22.8%".

Beer continues to benefit from premiumisation, with the average price per litre increasing by 0.8% versus a year ago, as shoppers switch to higher-quality brands, says Asahi UK. "This has resulted in the premium+ quality segment winning share, up by 1.5 percentage points[3] and the economy beer segment declining share by -1.8

74.8%

of households purchase beer & cider in the off-trade[11]

Kantar

57%

of all craft beer sold by value is IPA[6]

Nielsen

+8.3%

the growth in low & no alcohol beer over 52 weeks[13]

Nielsen

6%

of consumers engage with low & no cider[19]

Westons Cider Report 2022

percentage points[4], it says. Craft beer continues to outperform the total beer category, with its value share of beer growing by 0.6 percentage points to 6.5%[5], adds Asahi. Within that, IPA remains the dominant craft beer style, representing 57% of all value sold and gaining share of total craft beer[6].

As Covid restrictions have lifted and shoppers reverted to their previous habits of making smaller but more frequent shops, smaller multi-packs such as four-can packs have been growing their share of spend over the first few months of 2022, notes Alexander Wilson, category and commercial strategy director at Heineken UK. “We expect this trend to continue over the coming months and for the split of value to return to similar pre-Covid levels over the course of 2022,” he says.

With shopping habits returning to more normal, pre-Covid conditions, the grocery multiples have seen their share of the beer market increase to 70.1%, higher than the previous two years, while the convenience store market’s share has fallen to below 30%[7], adds Asahi UK.

At Genius Brewing, co-founder Jason Clarke says the market has evolved rapidly and fluctuated, often wildly, over the past year, as society “stagggered out of lockdown”. “Our e-commerce sales rocketed and retail sales were also robust.” However, with the on-trade emerging from hibernation, pent-up demand to socialise has seen drinking behaviours revert to the going out, binge-cycle, he notes.

Cider benefits from on-trade return

Cider suppliers, meanwhile, are focusing firmly on the summer and relishing the return of on-trade sales. According to the recent Grocer report[2] premiumisation is evident in cider and, while the sector has lost value, higher-priced lines have grown. Flavour innovation is also rife as suppliers endeavour to inspire consumers and win back some of the momentum lost in the sector.

According to Nicola Randall, head of marketing at Brothers Drinks Co, the cider category has been performing strongly, with an 11% value increase in 2021 and a 50% increase in on-trade spending compared to last year[8].

“The growth we are seeing in the on-trade, particularly in the lead up to the summer months is a huge positive for the industry as a whole,” she says. “As a brand, Brothers is synonymous with third space events, such as music festivals like Glastonbury, so we are

Analysis

excited to see the impact more freedom during these occasions will have on the year ahead."

During the lockdowns, fruit cider boomed as pubs closed with spend transferring directly into the off-trade. However, as pubs reopened, much of the spend has returned back to the on-trade, but not all of it, with the fruit cider category 17.9% bigger than in 2019[9], says Kopparberg. This has been primarily driven by Kopparberg, it says, which has seen 42% growth, adding £32.5m in additional sales[9].

"There has clearly been a level of decline since last year, but the growth in the category vs the last 'normal' trading period suggests it is in a pretty strong position, and the fact that there are 0.5m more shoppers in the category (+10% customer numbers growth[10]) now, suggests fruit cider will continue to be an important drink within consumer repertoires for the foreseeable future," explains the company.

The growing move to alcohol-free

"Consumer interest in better-for-you (BFY) options is inspiring increased launch activity in low-calorie and light beer," notes Mintel's Zegler.

In the UK, this is also evident in the cider category, with some brands entering the sector for the first time.

Low- & no-alcohol products are being purchased and consumed more frequently now than in the past, notes Heineken's Wilson. "Shopper penetration has been the primary driving force for the growth of low & no in the past five years, but there's still a lot of headroom to grow," he says. "While beer and cider are purchased by 74.8%[11] of households in the off-trade, no-alcohol is only purchased by 12.3%. January used to be the high watermark for low-/no-alcohol shopper penetration, but participation in this category now effectively mirrors total beer and cider throughout the year."

According to Wilson, the brands winning in this sector are "the well-known and trusted ones" that meet consumers' needs for moderation and deliver on taste. "Heineken 0.0 is the No.1 and fastest-growing no- & low-alcohol brand, accounting for a third of growth in no & low beer in 2021[12]," he says. "As the segment matures, signage and visibility will need to evolve to help shoppers easily navigate the fixture. We are already working with retailers in this regard, with activity such as our 'zero zones' initiatives."

Asahi UK reports that low & no beer is in growth of 8.3% over 52 weeks[13], which it says is a strong outperformance in a market where total beer is in -13.8% decline[14]. Low & no's share of the total beer category has therefore risen from 1.6% to 2%[15], it says. "This is still a much smaller proportion than in some other markets. However, with lots of innovation in the category, providing consumer choice, the share growth should continue for some time to come. Asahi UK has recently launched Peroni Nastro Azzurro 0.0% to support the growing demand for alcohol-free beer."

At Genius Brewing, co-founder Charlie Craig says the trend for healthier, mindful drinking was already growing before lockdown, but Covid has accelerated the focus on health, particularly around obesity and calories. "Low & no has been the hot growth space as the quality and range of products greatly improved and big brands invested heavily in marketing. The question is whether growth will begin to flatten as the space rapidly matures. Also, what's available for drinkers who want a 'real beer' but a healthier one? Currently consumers face a stark choice between no-alcohol and full-fat beers."

He also notes that calorie labelling on alcohol packaging is on the horizon and wonders how consumers will react when they discover the calorie content of their favourite tipple. "Lighter, low-calorie options would seem a natural progression," he says. The company is currently launching Gen!us IPA, a 3% low-calorie India Pale Ale to go alongside its Gen!us Craft Lager.

Like many other categories within BWS, the importance of a strong alcohol-free offering has grown as more and more consumers look to the category

Flavourful trends and NPD

Cider shopper penetration is at its lowest level since 2013, says Heineken UK category & commercial strategy director Alexander Wilson.

"In particular, we've seen shoppers leaving the flavoured cider category in the last few years," he says. "This is why we are investing so heavily in innovation this year with a £12m marketing support for the launch of Strongbow Ultra Dark Fruit, as well as a multi-million pound investment in Old Mout Strawberry & Apple, both to offer more choice and win consumers back to the sector."

In fact, innovation in flavour is one of the most prominent trends in the cider category, says Brothers Drinks Co head of marketing Nicola Randall. As well as its Toffee Apple Alcohol Free variant, Brothers launched Pink Grapefruit and Honeycomb last year, and brought back its Cloudy Lemon offering. This year, it recently announced its new 'first-to-market' Cherry Bakewell variant, emulating the much-loved quintessential British tart, according to Randall.

"Flavour innovations work well with our audience as 42% of cider drinks express an interest in more unique flavours[i]," says Randall. "Cherry flavour has also been trending at +32% in the categories of strongest and future flavours to watch[ii], a driving factor in launching our Cherry Bakewell variant."

However, premiumisation is also a trend that continues to grow in the cider category as consumers move from mainstream to premium brands[iii]. "The premium apple cider category has gained share over the past year and is one of the only categories that has offered growth[iv]," adds Randall. As the official cider provider at Glastonbury Festival the company has also launched its Brothers Festival Apple Cider, a medium dry variant made from Somerset apples.

Consumers have continued to trade into premium brands, agrees Kopparberg. Despite a challenging economic climate, consumers see the value of trading up to what they perceive as better quality (and therefore better value), it says. Following up on its limited-edition Mixed Tropical Fruit launch last summer, the company is introducing three new limited-edition labels across its most famous flavours this year: Strawberry & Lime, Mixed Fruit and Pear.

as a way to moderate their alcohol consumption (as opposed to cutting it out entirely), says Kopparberg. "With 58% of alcohol-free drinkers switching between those and full alcohol equivalents in the same occasion[16], it is imperative for brands to ensure they have a strong offering to satisfy their drinkers and access new occasions."

The company says Kopparberg has established itself as the biggest alcohol-free cider brand in the UK[17] by developing a liquid that tastes very similar to the full alcohol version.

"When building out an alcohol-free range it is important to back the leaders from each full alcohol category as customers shops alcohol-free the same way but when expanding ranges it is all about breadth of choice (not depth) and ensuring customers can choose between multiple different types of alcohol-free drinks, as opposed to different brands within the same proposition," it says.

Flavour innovation extends to alcohol-free variants[18] as well, says Brothers Drinks Co's Randall. "Low & no is a category that continues to grow with many consumers now looking to reduce their alcohol consumption as part of adopting a more balanced lifestyle – in fact, 6% of consumers now engage with low & no cider[19] as a category," she says. Last year, Brothers launched its first alcohol-free variant, Toffee Apple Alcohol Free, to widen its appeal and meet the demand for low & no alcohol among consumers. "We can expect the popularity of innovative low & no variants to continue into 2022 and beyond," adds Randall.

Increasing numbers of consumers, particularly Gen Y and Z[20], are seeking alcoholic drinks that fit their desire to lead a more balanced lifestyle, says Heineken's Wilson. "Within this, there is growing demand for lighter-tasting, low-calorie drinks," he says, The company is targeting this with its latest launch, Strongbow Ultra Dark Fruit, a 4% abv fruity cider containing 95kcals per can. It also recently introduced Heineken Silver, a 4% abv lager, made using an ice-cold brewing process at -1°C.

Meanwhile, SkinnyBrands, which has been expanding its global network for its 4% abv, low-calorie Skinny Lager is also launching a new Skinny IPA to broaden its appeal to consumers. According to the company there has been "an unprecedented rise in new-to-market IPAs", which has prompted it to offer a lower-calorie alternative to consumers who are making "conscious lifestyle decisions with their food and drink", says CEO Adrian Hirst.

Looking ahead

Premiumisation and innovation look set to colour the beer & cider category for some time to come, with various factors influencing consumer choice of brands across the year ahead.

Healthy lifestyles will be the key catalyst for innovation as consumers

Analysis

increasingly look for smart 'health hacks' – healthier options that meet their quality and brand criteria, says Genius Brewing's Clarke. "In the US the four biggest selling beers are now all light beers and where the US leads, the UK often follows – look at the growth in hard seltzers."

He notes that the light beer space in the UK is "still poorly served" with all the focus having been on low & no, even though the latter is still a relatively small part of the market, but adds.: "The direction of travel is clear. We see 'light craft' becoming an exciting segment with the craft space, combining traditional craft quality and flavour profiles with lower abvs and calories."

Within the current economic climate and fast-changing consumer landscape, behaviours have changed and continue to do so, says Brothers' Randall, citing Westons Cider Report 2022. "For example, shoppers have been choosing to buy less but better, which we expect to continue in line with the trend towards premiumisation. In fact, we were seeing the impact of premiumisation on consumer behaviour prior to the pandemic and since then, the various lockdowns have amplified this.

"There's great potential across the UK cider category as it remains the largest cider market, with 31% of international sales[21]," adds Randall. As consumers are now accustomed to gathering outdoors more frequently over the past two years, she expects this to continue during the warmer summer months, creating further opportunities.

"We also know that authenticity and heritage are often key drivers for consumers, particularly when it comes to supporting British cider – 48% of UK consumers say the Covid outbreak has made it more important to buy British brands[22] and 47% of cider drinkers agree it is important to know about a cider's brand's heritage[23]."

The cider category will continue to see further growth as trading conditions become more normal, says Kopparberg. "We expect to see a slight consolidation of brands within the fruit cider category and this is something that should be replicated in ranges. [Retailers need to] ensure the top two to three brands are available in the category: offering a breadth of variants for the top brand to showcase choice,

while ensuring multiple pack formats are available to meet all consumer missions. Beyond that, a small range of local or craft ciders will help create a point of difference vs competitors and create excitement."

Seasonal variations in range will also continue to be important, it says, so retailers need to ensure they flex variants when looking beyond the top three to four flavours. "By backing the right brands, delivering breadth of choice across leading variants and making different pack formats available to service different shopper missions, retailers will be able to build a range capable of driving significant growth for the category."

All of this said, rising prices and inflation are set to make consumers more price-sensitive and keen to focus on the health of their wallets as much as their personal health.

"Inflation is like rain, everyone gets wet," says Genius Brewing's Craig. "The trickle-down effect to the consumer will inevitably be price increases. The buying power and the commercial muscle of the mega-brewers should help them better handle input cost increases and thus price rises to the public. Smaller craft brands will not enjoy that luxury. It will be interesting to see how consumers react as prices rise. Will it dampen on-trade demand and see people returning to more affordable at-home socialising?

"That said, the next 12 months may well remain unpredictable. Inflation could reduce socialising out of home, but a hot summer and the Football World Cup could keep people in the pub."

With the UK Government currently consulting on calories labelling and the consumer focus on health, shoppers will increasingly be looking for smarter, lighter, more 'mindful' options when choosing their beer & cider, concludes Craig.

Sources

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Flavourful trends and NPD

i Lightspeed/Mintel 2020
ii Doehler Alcoholic Flavour trends, No. of launches 2021
iii-iv Westons Cider Report 2022

Genius Brewing

Healthier drinking gets smart

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KEY BRANDS

Gen!us Craft Lager
Gen!us IPA

The trend for moderate, mindful drinking is huge, yet customers still want to enjoy a great beer. Genius Brewing is on a mission to make healthier drinking a pleasure, not a compromise, says co-founder Jason Clarke. "Our light craft beers combine great-tasting craft quality with low calories. We call it #SmartDrinking," he says.

"Brewed with the finest malts and the world's best hop varieties, Gen!us craft beers are always 3% ABV and 79 Kcal – less than an apple. Each can of Gen!us Craft Lager or Gen!us IPA is exactly 1 unit of alcohol and features vegan accreditation, together with industry-leading calorie, units, and nutrition labelling. Light and refreshing, our low-calorie craft beers offer a smarter way to enjoy a healthy lifestyle."

The company's appearance on Dragons' Den saw 4m primetime BBC1 viewers discover that great craft beer doesn't have to come loaded with booze and calories, adds co-founder Charlie Craig. "June will see the launch of Gen!us IPA, in striking gold-on-blue cans, to give craft ale lovers a hoppy, fruity, low-calorie option," he says.

"At Genius Brewing we don't just want to taste good, we want to do good; 5p from every beer supports the My Name'5 Doddie Foundation to help tackle motor neurone disease."

"Our light craft beers combine great-tasting craft quality with low calories"

Asahi UK

NPD drives premium portfolio

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Fuller's London Pride
Grolsch
Meantime
Peroni Nastro Azzurro
Peroni Nastro Azzurro 0.0%
Cornish Orchards
Viper

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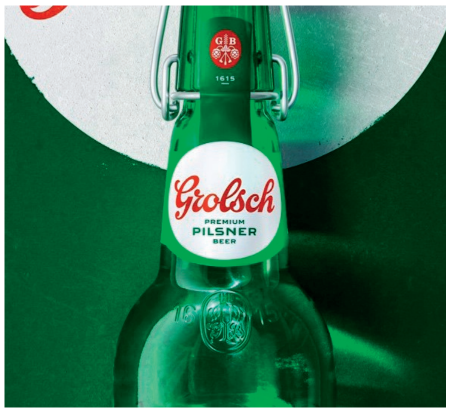

Asahi UK has seen the strongest value share gain of any supplier in the beer category, increasing from 5.6% a year ago to 6.3% in the latest year[1], says the company.

In terms of brands, Peroni Nastro Azzurro has considerably outperformed the lager category over the past year and has seen the biggest share gain of all brands, up by +0.6% pts[2].

Meanwhile, Asahi Super Dry is one of the fastest-growing lager brands in the category, with value sales up by 115% vs two years ago[3], it notes. "As the brand grows in popularity, we are seeing Kantar frequency and loyalty measures grow significantly, indicating it is becoming a firm favourite with its shoppers," it says.

According to Asahi, latest innovation in the category is driven by consumer demand, with one in three adults in the UK now moderating alcohol intake[4]. In response, the company launched Peroni Nastro Azzurro 0.0% to the UK & Ireland last month, with the brand now introduced in 28 countries around the globe. "Peroni Nastro Azzurro 0.0% offers the same crisp and refreshing Italian taste experience of the original Peroni Nastro Azzurro, with 0.0% alcohol," explains the company. "This new addition to our super-premium portfolio marks an important step towards our Asahi Legacy 2030 initiative, to have non-alcoholic products make up 20% of Asahi Europe & International's portfolio."

Consumer testing of the new product revealed that 90% of tasters felt the flavour matched that of the original Peroni Nastro Azzurro, and its high-quality taste was noted by 92% of the panel[5], reveals Asahi.

To create Peroni Nastro Azzurro 0.0%, Birra Peroni implemented brand new technology in its Rome brewery with the aim of matching the flavour profile of its signature beer, Peroni Nastro Azzurro, which has been brewed since 1963. "This new technology allows the same signature recipe as Peroni Nastro Azzurro to be used, and only after the characteristic aroma and taste profile of Peroni Nastro Azzurro is fully developed, is the alcohol gently removed to deliver the crisp and refreshing Italian taste," it reveals.

To support the launch in the UK, an integrated marketing campaign was launched on 14 April, showcasing the superior Italian taste of Peroni Nastro Azzurro 0.0% via an impactful creative across TV, video on demand, social, and below-the-line activations across on- and off-trade outlets.

Sam Rhodes, marketing director at Asahi UK, comments: "We know that people are increasingly opting for low- and no-alcohol options as part of a balanced lifestyle when socialising in and outside of home. Drinking a low- or no-alcohol product should not involve compromise in any way. We're so proud of what Peroni Nastro Azzurro 0.0% brings to the market and how it enhances the moment for consumers – an alcohol-free beer option with an Italian flair – superior flavour and quality taste."

> **"Driven by the latest trends, Asahi UK offers an award-winning portfolio of original authentic brands, which help create value for our customers"**
> **– Tim Clay, managing director, Asahi UK**

Source

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your Asahi UK sales representative or email: newbusinessrequests@asahibeer.co.uk
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Brothers Drinks Co

On-trend cider innovation

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KEY BRANDS

Brothers

"Over the past year we have continued to engage our audience at Brothers with exciting and innovative flavours, and we are ranked in the top 10 cider manufacturers[1]," says Nicola Randall, head of marketing at Brothers Drinks Co. "As lockdown restrictions have lifted we've seen shifts in consumer behaviour, and this is something we've kept a keen eye on as we strive to maintain a thorough understanding of our audience and their needs.

"We know that 42% of cider drinkers have expressed an interest in unique flavours and this rises to 48% amongst 25- to 54-year-olds[2], so we have expanded our range with the addition of several innovative variants. With cherry trending at +32% in the categories of strongest and future flavours to watch[3], this spring we launched Cherry Bakewell, an exciting cider full of cherry flavours and a hint of frangipane. Emulating the quintessential British tart, it makes the perfect treat to toast this year's celebratory occasions, including the Queen's Jubilee."

As the official cider provider of Glastonbury Festival 2022, the company has also launched Brothers Festival Apple, which will be poured at the festival. "A refreshing, medium dry cider made from the juiciest bittersweet Somerset apples, this variant is well-placed to capitalise on the growth in market share we have seen in apple cider over the past year[4]," says Randall.

Alcohol-free launch

Low- and no-alcohol cider is a category that has continued to grow, rising from £22.8m value last year to £28.9m in the latest year[5], she notes. "Last year we launched our first alcohol-free cider, Toffee Apple Alcohol Free, which provides cider drinkers with all the flavour they expect from our leading variant Toffee Apple, but without the alcohol," she explains. "No and low cider tends to attract a younger shopper than its parent category[6], so this addition to our portfolio has strengthened our relationship with our Gen Z and Millennial audience at Brothers by empowering them with the choice to go alcohol-free."

> **"42% of cider drinkers have expressed an interest in unique flavours[2]"**

As part of its ongoing strategy for growth as the fastest-growing flavoured cider brand in the market[7], Brothers will continue to engage with its consumers at third space events. Brothers Cider will be served at over 80 UK events this year, connecting with over 5m people, reveals Randall.

"As the official cider brand at Glastonbury Festival 2022, we are supporting the partnership by launching a series of customer activations across the UK and giving away thousands of prizes through on-pack promotions, including 10 pairs of Glastonbury tickets for the sold-out festival. We're also running a social media competition via the Brothers Instagram and Facebook pages, which will provide another much sought-after opportunity to win an additional pair of Glastonbury tickets, and will give us the opportunity to reach new consumers who may not be familiar with Brothers."

Source
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PROUD TO BE THE OFFICIAL CIDER OF GLASTONBURY FESTIVAL

FESTIVALICIOUS SINCE 1995

THE OFFICIAL CIDER OF
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Vegan

Carlsberg Marston's

Poretti gains traction in UK

DETAILS

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KEY BRANDS

Birrificio Angelo Poretti

Founded in 1877 by Angelo Poretti in Valganna, a small town 30 miles north of Milan, Birrificio Angelo Poretti has been producing beers specifically to enhance dining moments for more than 140 years.

Launched into the UK in December 2020, 2021 was spent introducing the established Italian brand to the UK market. "In a year, we have gained over 9,700 distribution points in the off-trade and over 2,500 distribution points in the on-trade," says Joanna McNeill, brand manager at owner Carlsberg Marston's. "Recently, we've made our debut in the TV advertising space with the 'Made For The Table' campaign. This pays homage to La Tavola (The Table) as a place where great food, company and beer come together, with Poretti at the heart. This cross-platform campaign is live now and driving mass awareness amongst consumers."

Hop families

The company's main Poretti beer is a 4.8% full-flavoured lager with a blend of four food-friendly hops from the Columbus and Zeus hop families, which are known for their herbal and peppery notes, explains McNeill. "The resulting lager is pleasingly bitter that contrasts, complements and cuts through food beautifully. In Italy, we have a large range with each variant named after the number of hops used in the recipe. We intend to bring more of these other beers to the UK as the brand grows."

Carlsberg Marston's has a multi-million-pound investment in Birrificio Angelo Poretti as it sees a great opportunity for success in the UK.

> **"Poretti beer is a 4.8% full-flavoured lager with a blend of four food-friendly hops from the Columbus and Zeus hop families"**

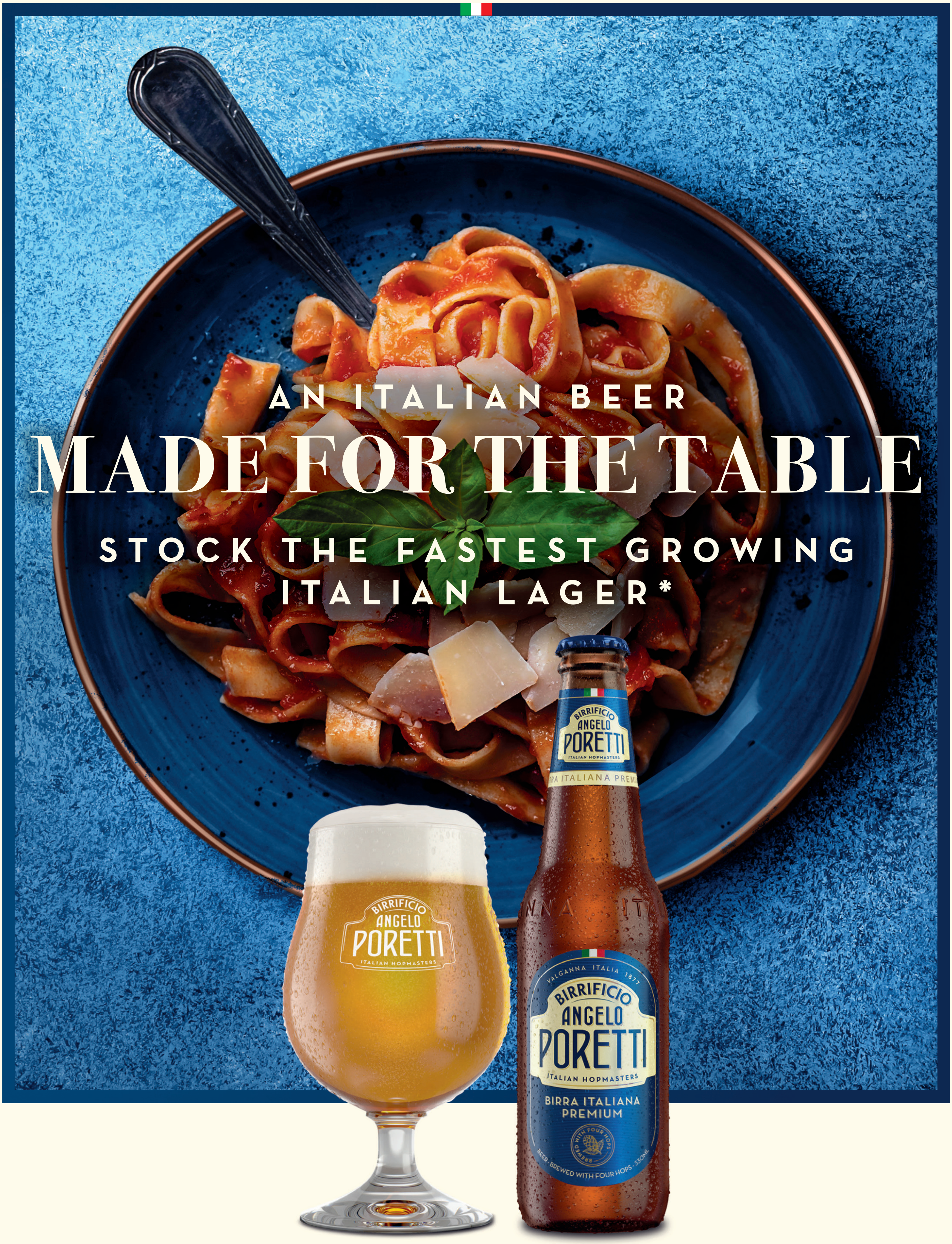
"The world lager market continues to grow at scale, complemented by the vibrant dining scene in the UK," says McNeill. "This is why we see a gap for a new premium Italian brand that is brewed specifically with food in mind and has a rightful place at mealtimes.

"As time has passed, beer seems to have lost its place at the dining table, with other drink choices such as wine taking its spot in the UK. We hope to spotlight beer's rightful place at the dining table and Poretti is the perfect brand to do so."

In-store activations

To drive consumer purchase, the company has several initiatives in-store and online, and is trying to work with retailers collaboratively to ensure its initiatives to prompt trial of product are bespoke and mutually beneficial, adds McNeill.

"To stand out on-shelf, we have implemented some key choices in our packaging. We have ensured a bright blue visual identity that catches the eye on a crowded shelf combined with a large front-facing logo to help discoverability. Also, including product shots alongside a beer glass on large pack formats really helps to attract consumers' desire for a refreshing beverage."



VALGANNA ITALIA 1877

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*Source: Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data to 29/01/2022, Nielsen data to 26/02/2022

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Kopparberg

Fruitful result for cider brand

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KEY BRANDS

Kopparberg Fruit Cider
Kopparberg Alcohol Free Fruit Cider
Kopparberg Flavoured Gin
Kopparberg Flavoured Rum
Kopparberg Flavoured Vodka

Since launching in the UK 23 years ago, Kopparberg has steadily built a reputation as an expert in premium fruit refreshment, creating a loyal customer base along the way. A focus on flavour has seen the brand consistently ranked as the best-tasting cider brand in the UK[1]. Moreover, by continually bringing exciting NPD to the market, the brand has been ranked as the UK's most-loved cider brand[2]. It has also garnered more young drinkers (18- to 34-year-olds) than any alcohol brand in the UK[1a], notes the company. "With more customers than any other cider brand – over 240% more than the next biggest fruit cider brand[3] – and a product loved by drinkers nationwide, Kopparberg has cemented a position as the best-selling fruit cider in the market[4]," it adds.

Despite a turbulent couple of years, the cider category has seen 16.9% growth vs 2019[4] – the last normal trading period. "Fruit cider has outperformed the category in that time, rising 17.9%, driven by Kopparberg, up 42%, adding more value to the category than any other fruit cider brand – £32.5m additional sales[4]," it adds. "The category's ability to attract new customers has driven this performance, with cider customer numbers up 3% vs 2019[5] and Kopparberg numbers increasing from 4.9m to 5.4m[5], up 10%"

This success has been built on the brand's core offering of Strawberry & Lime and Mixed Fruit, the top two performing single bottle variants in the market[6], as well as relevant, consumer-centred NPD, it reveals. "Last summer, Kopparberg Mixed Fruit Tropical launched across the country as the brand's first-ever limited-edition variant. A fresh and disruptive design drove consumer appraisal in a category that craves new and exciting, which, when combined with a great flavour, ensured the Mixed Fruit Tropical became the most successful cider launch of 2021[8]. This summer, we're building on this success by introducing three new limited-edition designed labels across our most famous flavours: Strawberry & Lime, Mixed Fruit and Pear. The designs were developed to bring the bold, vibrant and striking world of Kopparberg to life but also hero the fruit flavour the brand is famous for."

"Despite a turbulent couple of years, the cider category has seen 16.9% growth vs 2019[4] – the last normal trading period"

To further support consumer needs, the brand has diversified into other categories: alcohol-free, flavoured spirits and pre-mixed spirits/cocktails. The alcohol-free range continues to go from strength to strength and is the biggest alcohol-free cider brand in the UK[9]. "Developing a liquid with comparable taste to the full-strength version has led to Kopparberg alcohol-free having more shoppers than any other alcohol-free brand[10]; in fact, over 17% of alcohol-free shoppers only purchase Kopparberg[10].

Source

1 Internal Brand Tracking, All UK adults (n=2,103), Weighted base, omnibus survey, Aug 2021
2 Savanta, Top 100 Most Loved Drinks Brands report, n=48,000, Jan '21-Jun '21
3 Kantar, Total Market, Total Cider, Penetration, MAT to 26.12.21
4 Kantar, Total Market, Total Cider, Value sales, 52 wks to 26.12.22 vs. 2ya
5 Kantar, Total Market, Total Cider, Customer numbers, 52 wks to 26.12.22 vs. 2ya
6 IRI, Total Market, Total Fruit Cider, Single bottle value sales, 52 wks 23.01.22
7 IRI, Total Market, Total Fruit Cider, Single bottle value sales, 52 wks 23.01.22
8 IRI, Total Market, Total Fruit Cider, 52wks 23.01.22
9 IRI, EXT IRI Marketplace, Total Alcohol Free, 52 wks to 26.03.22
10 Kantar Wordpanel, Total Market, Total No/Low, Unique shopper share, 52 w/e to October 2021

SkinnyBrands

Taking Skinny to a new level

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KEY BRANDS
Skinny Lager
Skinny IPA

Skinny Lager is making waves around the world, with global distribution and becoming a recognised British export lager both high on its agenda for 2022, reveals the company. "In the US, the feedback has been phenomenal with buyers across the convenience sector – starting with NYC this spring," it says. "Two well-known retailers in China are launching too for summer 2022. In South Africa, despite a liquor lockdown, we have gone from strength to strength in this market with Makro and Takealot stocking us across the country."

IPA joins the range

The next instalment in the company's journey is Skinny IPA, which has 40% fewer calories than other premium IPAs, explains Adrian Hirst CEO of SkinnyBrands. "Skinny IPA will offer a unique alternative for drinkers who are making conscious lifestyle decisions when choosing their food and drink," he says.

"IPA drinkers deserve an alternative choice that is transparent with its calories. We want to encourage the nation to 'Just Taste It'."

Lucy Chan Chappells, marketing manager at SkinnyBrands, adds: "We're really proud to be continuing to expand the Skinny Lager brand with the launch of Skinny IPA. There has been an unprecedented rise in new-to-market IPAs, with the global market set to grow annually at 11.4% in the next four years[1]. Skinny IPA is set to lead the way as a lower-calorie alternative IPA."

The Skinny IPA has been described as "hands down the best minimal calorie IPA we've tasted"[2], she reveals.

> **"IPA drinkers deserve an alternative choice that is transparent with its calories"**

'Just Taste It' campaign

Skinny Lager's first mainstream media 'Just Taste It' campaign will be launching nationwide. "In two years, we have grown exponentially across social media, our core fan base is the inspiration behind our campaign – the feeling and expression of surprise, when a reduced-calorie lager does not compromise on taste," says Chan Chappells. "After two years of gaining momentum and building loyal customer advocacy, we have strategically planned a campaign that will hit our target demographics at their key times of reviewing digital media. We anticipate our 'Just Taste It' campaign to increase our brand's demand and brand recall, at a perfect time when legacy brands are launching 4% lower calorie alternatives in the lager space."

The 'Just Taste It' campaign will be a digital-first campaign, across digital out of home, footfall-driving social media, VOD (video on demand) alongside mass sampling at key retailers across the UK.

Source
[1] Mintel
[2] Woman & Home, May issue

89
CALORIES
SKINNY
SKINNY
BRANDS
PREMIUM LAGER
4%
ABV
Gluten
Free
JUST
TASTE
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