



# READY-TO-DRINK

## Innovations Book

A selection of Pernod Ricard AND competitors innovations

Welcome, Difference Maker!



A quick heads up....

This RTD Innovation Book has two parts for you to explore and form your own opinion on RTD stakes:

- ✓ A selection of our in-house innovations tapping into that opportunity – *directly downloaded from the Innovation Pipeline!*
- ✓ A selection of competitors put together for you by the global innovation team.

For more about the 160+ innovations we have in market right now, do check out the Innovation Pipeline:

<https://innovation.pernod-ricard.com>

Oh, and while you're there, don't forget to update your own projects!

PS: you can now enter your services & experiences as well...

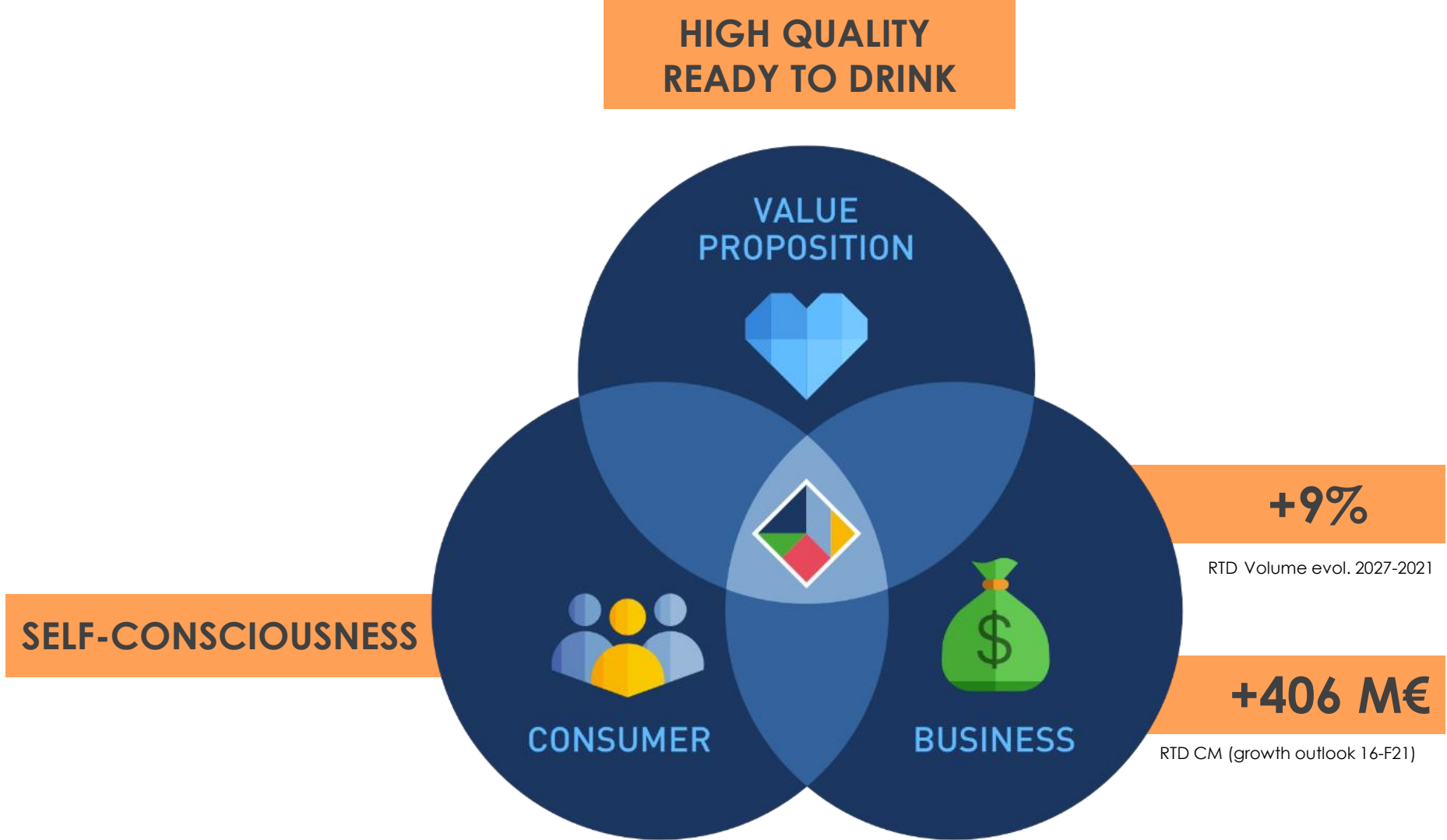


# RTD?



## HAVE YOU NOTICED...?

From ready-to-go cans in the cold box to on-tap solutions for on-trade, convenience is being addressed by many different solutions across the industry. Yet, quality of experience remains the key driver. That's why we're also seeing an increasing number of small players starting to disrupt the category by bringing in convenient & high-quality drinks such as cocktails in a bottle...Some of our brands have started to address hometainment and on-the-go consumption with RTD offerings. But are RTDs the only way to address the convenience opportunity? And is this opportunity only consumer oriented or is there also a customer (BtoB) opportunity we could address?



## KEY LEVERS OF SUCCESS

- DRINKING RITUALS
- ADULT TASTE
- EXPERIENCE

## OPEN QUESTIONS FOR PERNOD RICARD

- ✓ HOW CAN WE PREMIUMIZE THIS CATEGORY?
- ✓ WHAT CAPABILITIES / PARTNERSHIPS (PRODUCTION, CO-PACKERS, DISTRIBUTORS...) DO WE NEED TO SUCCEED?
- ✓ WHAT IS THE RIGHT POSITIONING VERSUS MOTHER BRANDS?



# OH, AND...

HAVE YOU SPOTTED A CRAFT INNOVATION IN YOUR MARKET?

DO YOU HAVE AN OPINION TO SHARE?

WANT TO GET INVOLVED IN TRANSVERSAL WORKS ABOUT CRAFT?

...

*SEND US AN EMAIL*





Pernod Ricard  
Global Business Development

# Pernod Ricard RTD innovations





# ABSOLUT MIXT (RTD)

Market introduction: 11/2016



Easy at Home & Everywhere



## Consumer insight

Evenings when I'm surrounded by great company, I don't want anything to get in the way of creating a great vibe. That's why, I want a drink that is no-fuss but I don't want to compromise on the quality.

## Story

Introducing ABSOLUT MIXT, a fresh and bold take on the outdated category of pre-mix drinks. ABSOLUT MIXT is a range of invigorating natural flavors, slightly carbonated for a refreshing drinking experience. All products are made with the same standard of quality like our Absolut Vodka, so you and your company can keep the party going whenever, where ever.

The offering to South Africa will include cans of 250ml at 5%abv in 4 flavors:

Blueberry & Lime

Cloudberry & Apple

Lingonberry & Pear

Guarana & Pineapple

Note: Central spend refers to South Africa launch



## Why invest in this innovation?

Absolut Mixt is a needed tool to i) recruit new consumers to mother brand, ii) improve brand equity and iii) enable Absolut to gain access and visibility at new consumption occasions and channels. There's increased threat to international spirits through the rise of soft drink and beer/cider companies entering spirits through RTD. There is also a clear shift in consumer behavior, seeking healthier/low above alternatives.

[IBP content](#), [Video URL](#)



PR Winemakers • Jacob's  
Creek

# JACOB'S CREEK MOSCATO CANS

Market introduction: 06/2017



 Shaking The Codes

## Consumer insight

"Being new to the wine category I'm looking for wines which are easy to drink and approachable, fruit driven and sweeter"

## Story

Jacob's Creek is launching their successful Moscato range in a 250ml slim can format, that is convenient and ready to serve for any social casual occasions.

# MOSCATO

  
Pernod Ricard

## Why invest in this innovation?

- Tapping into two key Macro trends prioritised for PRW, 'Breaking Conventions' and 'Convenience' to recruit millennials and steal share of beer and cider

# JAMESON RTD

Market introduction: 05/2015

 Easy at Home & Everywhere

## Consumer insight

I desire a delicious, refreshing, readily consumable and convenient product which inherently suits on-the-go and convenience occasions, and allows me easy access to a quality whiskey brand.

## Story

The Jameson RTD are available in can and bottle formats, designed specifically for the Australian market. The RTD can format comes in two flavors: Natural Raw Cola and Smooth Dry & Lime and the bottles include three flavors: Natural Raw Cola, Crisp Cloudy Apple and Brewed Ginger Beer.



[IBP content](#)



# MALIBU BEER

Market introduction: 08/2015



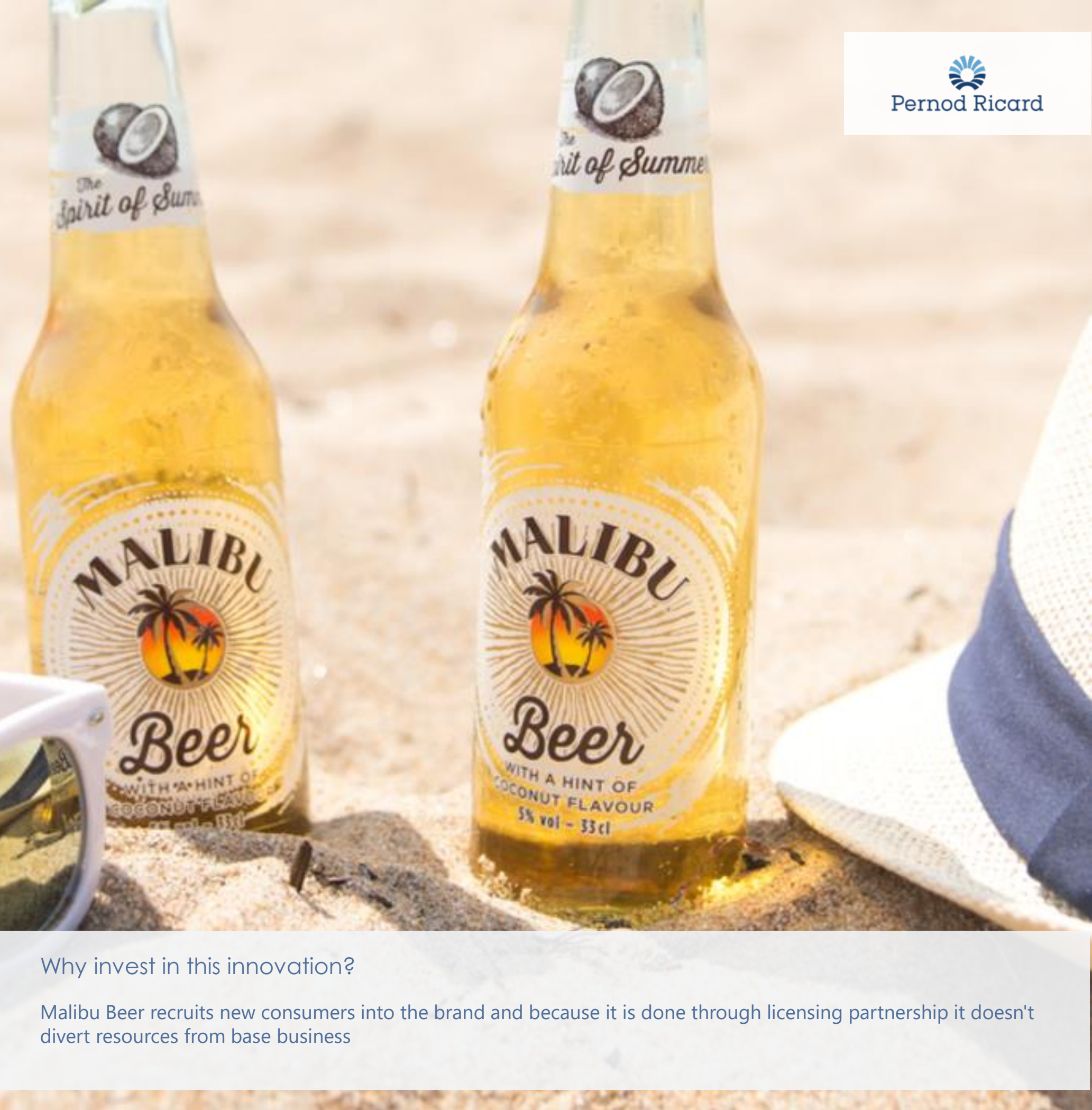
Easy at Home & Everywhere

## Consumer insight

I love the feel of summer and the carefree times it brings. In these time I want a refreshing beer that keeps the mood going

## Story

Malibu Beer is a real beer, not a Ready to Drink and not a malt based cocktail: a new refreshing golden lager with a hint of coconut in the finish targeting Summer beers, fast growing flavored beers and a new profit pool. No other Spirit brand in the world has a beer; this is game changing for the industry. Beer has also been encroaching on our spirit territory, with products like Bud Light-A-Ritas, one of the fastest growing new products in the USA and Desperados, the fastest growing beer in the world. "Speers" or Spirit Beers have been targeted as a growth engine for the beer industry.



## Why invest in this innovation?

Malibu Beer recruits new consumers into the brand and because it is done through licensing partnership it doesn't divert resources from base business



Market introduction: 08/2011



Easy at Home & Everywhere

### Consumer insight

"I want sweet & refreshing, flavourful drink that is already mixed, and that I can take and enjoy anywhere I go."

### Story

Malibu RTDs are strategic recruitment tool for Malibu Original. They expand Malibu's reach in new trade channels, build positive brand attributes and encourage trial of classic Malibu drinks.



### Why invest in this innovation?

Malibu RTDs tap into genuine, untapped consumer needs and recruit new to Malibu consumers. They are that perfect marketing tool, just like traditional advertising campaign, they drive reach, grow desired brand attributes and drive trial, all while generating incremental business.

[Page My Brands](#), [IBP content](#)



# MALIBU RTD (MALT-BASED)

Early stage

 Easy at Home & Everywhere

## Consumer insight

In Summer I want my drinks to be refreshing and be able to take them anywhere I hang out with my friends.

## Story

Switching the base of alcohol from spirit to malt will allow Malibu RTD range to improve consumer proposition (price) and expand distribution. To unlock full potential of Malt based RTD, the team is evaluating different business models incl. licensing business to 3rd party agent for production and distribution. This would keep the focus on core business, maximise volume and recruitment potential while keeping control of our IP and assets when it comes to marketing and activation .



## Why invest in this innovation?

Malibu RTDs are strategic recruitment tool for Malibu Original. They expand Malibu's reach in new trade channels, build positive brand attributes and encourage trial of classic Malibu drinks.





Pernod Ricard  
Global Business Development

# Competitors' RTD innovations







Perfect Serve



Chilled from the can

Activations and Best Practices



Baileys has introduced unique ways to enjoy the new drink, like Bailey's iced coffee cubes.

Diageo

# Bailey's Iced Coffee Latte

Launched in market 2017



Shaking the Codes



Liqueur

Uniqueness

Lightly boozy coffee RTD that is suitable for relaxing on the weekend or enjoying in the afternoon.

Story

Women are always on the go. Why not indulge on the weekend with a slightly boozy iced coffee?





Perfect Serve



Chilled from the can

Activations and Best Practices



Barefoot's promotional images focus on the unconventional places you can bring the canned wine, influencing viewers to follow suit.

E&J Gallo

# Barefoot Spritz

Launched in market 2015



Shaking the Codes



Wine

Uniqueness

I want to enjoy wine in places that I never could before, and that are often limited to beer: poolside, beach, backyard, park, stadium, campground.

Story

Fun, flavorful and approachable. Perfect for busy women who want to relax during the summer.







Constellation Brands

# Crafthouse Cocktails

Launched in market 2014

-  Easy at Home and Everywhere
-  Varied



Chilled from the bottle

## Activations and Best Practices

 **Crafthouse Cocktails** is  attending Bank of America Shamrock Shuffle 8K & 2 mile walk at  Grant Park. Chicago, IL.  
15 hrs · Chicago, IL, United States · 

After a brisk race, we'll run past the green beer. Southside? Yes please! ~150 calories, naturally gluten free and delicious.  
Congrats to the 22,000 that ran the Bank of America Shamrock Shuffle this morning. Cheers to you!  
-  
#cocktails #runchi #workhardplayhard

Crafthouse Cocktail's social media posts are frequently hyper-local and focus on the gluten-free, natural qualities of the drinks.

## Uniqueness

Crafthouse makes handcrafted cocktails, that also happen to be in a bottle. Ingredients are handmade when possible (simple syrups and herb extractions)

## Story

Two men with a background in craft beer decided to apply the same foundations and principles of beer-making to the burgeoning cocktail in a bottle market.





## Perfect Serve



Chilled over ice

## Activations and Best Practices



Curious Elixirs' social media has funny, culturally relevant posts that often have nothing to do with cocktails or their brand. All posts are also tagged with the clever 'shaken not slurred' hashtag, which helps users find all of their posts.

Stand-alone brand

# Curious Elixirs

Launched in market 2016



Shaking the Codes



Non-alcoholic

## Uniqueness

'What you drink when you're not drinking': Curious Elixirs have the complex taste of a cocktail, without the alcohol.

## Story

John has worked in bars since college and helped open a few prominent NYC bars. However after a while he started to think that he was drinking too much, and 'began tinkering in the kitchen' to create 'non-alcoholic drinks as complex and surprising as any you'd find at a great cocktail bar' and Curious Elixirs was born.



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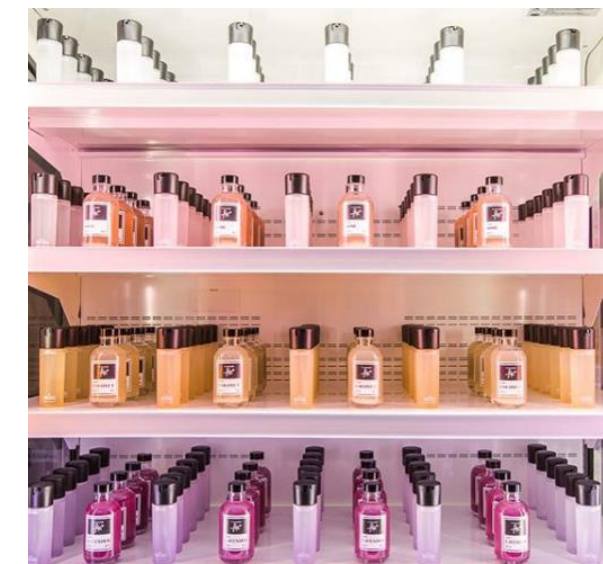


## Perfect Serve



Chilled over ice

## Activations and Best Practices



Social media photos are unique, colourful and highlight the partnerships between ELY and other companies, like makeup producer MAC (above).

Stand-alone brand

# Ely's Cocktails

Launched in market 2016

Shaking the Codes

Varied

## Uniqueness

Cocktails in a bottle created daily and delivered directly to your home or event.

## Story

Ely travelled the world and developed a unique mixology skillset. He decided to bring his knowledge back to Paris, bottle his cocktails and serve them only on a delivery basis, to ensure freshness.





Perfect Serve



Poured over ice

Activations and Best Practices



Consumers can personalize their bottles with names and titles.

Stand-alone brand

# Fentimans Gin And Tonic

Launched in market 2015



Human Authenticity



Gin

Uniqueness

Fentimans artisanal drinks are brewed for 7 days using the time-honoured botanical brewing process. The result is a superior drink that tastes simply delicious.

Story

Fentimans have joined forces with Bloom London Dry Gin, to combine their expertise in the blending and sourcing of the finest botanicals from around the world to create a perfect ready to drink gin & tonic.





Perfect Serve



Shaken and poured  
over ice

Activations and Best  
Practices





HCC’s social media accounts  
highlight the non-traditional,  
spirits that are used in the  
cocktails to highlight their  
craft roots.

Maverick Drinks

# Handmade Cocktail Co.

Launched in market 2012

-  Human Authenticity
-  Varied

Uniqueness

The Handmade Cocktail Company let  
you enjoy a range of classic cocktails  
(including the Manhattan, Negroni, Gin  
Martini and more) made with the best  
ingredients incredibly easily.

Story

No strong story tied to the Handmade Cocktail  
Co. However the founders say: ‘We believe in a  
hands-on process to crafting our spirits and  
wherever automation is introduced, it’s to  
make the spirits better, not to save a few  
pennies.’





Perfect Serve



Chilled in a glass

Activations and Best Practices



Jack Daniel's partnership with well-known Southern celebrity K. Michelle lends legitimacy and potentially brings new buyers to the range.

Brown-Forman

# Jack Daniel's Southern Peach

Launched in market 2017



Easy at Home and Everywhere



Non-Scotch Whisky

Uniqueness

A new, unique flavor offering that is anchored in Jack Daniel's southern USA roots.

Story

Rich Tennessee/Southern U.S. heritage, down home story and roots. The brand is positioned as a premium whisky without being pretentious.





Perfect Serve



Chilled over ice

Activations and Best Practices



Not many activations of the Johnnie and Ginger RTD, however there is a strong push for Johnnie Walker Red and ginger (perfect serve) which could have an affect on the RTD sales.

Diageo

# Johnnie & Ginger

Launched in market 2017



Easy at Home and Everywhere



Scotch Whisky

Uniqueness

A well recognized brand offering a premium RTD that serves as an alternative to beer.

Story

One of Johnnie Walker's most popular serves is with ginger ale. The brand even hosts an annual bartender competition to see who can make the best cocktail. Now, Johnnie Walker is removing the mixologist guesswork, and providing a standard on-the-go JW and Ginger RTD for fans of the brand.



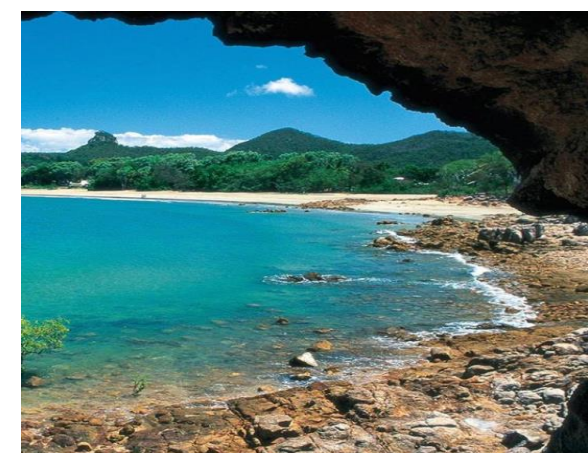


## Perfect Serve



Chilled, shaken and poured into a glass

## Activations and Best Practices



Onyx roots itself in its Australian heritage on social media and posts beautiful scenic photos of local nature.

Stand-alone brand

# Onyx Spiked Cold Brew

Launched in market 2015

- Business Driven
- 🍷 Liqueur

## Uniqueness

The world's first shelf-stable alcoholic coffee, with no preservatives or unnecessary additives and can be served by simply shaking and pouring.

## Story

Onyx Coffee Spirits is proudly born and brewed on the Central Coast, NSW. They're dedicated to producing premium coffee spirits flavours, housing our coffee brewery and distillery under one roof. By leading the coffee cocktail revolution, pushing innovation and having a bit of fun at the same time, they're dedicated to delivering the best coffee spirits products to Australia and beyond. They also have – and always will – support Huntington's NSW. The work they do is integral to helping find a cure for the disease.





Perfect Serve



Chilled from the can

Activations and Best Practices



Smirnoff Spiked Seltzer has a celebrity endorsement brings legitimacy to the new offering.

Diageo

# Smirnoff Spiked Seltzer

Launched in market 2016



Better for Me



Vodka

Uniqueness

Smirnoff spiked seltzer has fewer calories than leading hard seltzer brands, only 1g carbs, zero sugar, no artificial sweeteners. It's gluten free and infused with natural flavors.

Story

No strong story associated with this product.