

NOW//NEXT



Special Edition: Drinks Trends

DRINKS INDUSTRY TRENDS: APRIL 2020

This month we're looking at the way COVID-19 and longer term innovation drivers have inspired the drinks industry to innovate.

2020 will be a deeply challenging year for the drinks industry. Lockdown restrictions will eventually be lifted, but when they do the damage to the on trade and consumer fear of infection will still impact consumer socializing.

The picture for in home drinking is more positive. In home drinking is becoming a leading theme in meme culture, with drinking alone, being joked about and discussed more than ever. With consumers bored and stuck at home, there are opportunities for brands to entertain consumers with new and interesting drinks options, and reach them with online distribution.

Many of the trends we were looking at before COVID-19 continue to inspire new launches. In the wellbeing categories, CBD continues to be an important ingredient. Sustainability continues to be a key tension to be resolved in this sector, with new emerging brands already factoring this into their innovation, driving the agenda for more established brands.

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MEET HUXLY

Huxly is a new brand, innovation and communications development agency.

We are a unique team of strategists, designers and sensory scientists who use radically new approaches to build stronger, more successful brands. Being part of the MMR group gives us a global network of researchers and strategists, powerful digital tools and a data science capability. This allows us to understand strategic and cultural situations globally and develop inspiring creative solutions.

We believe that people are complex, but great brands are simple. For marketing to succeed we need to understand our customers' motivations and their emotional, functional, social and sensorial relationships with our products. This already difficult task takes place in a fast-changing world, as new trends and commercial alliances transform the landscape in which we work.

What we do

BRAND POSITIONING

Understanding the needs and ambitions of your consumer, their sensory experience of your products, and your brand's role in society to create a compelling, consistent experience

INNOVATION

Mapping out new areas for your brand to expand into, generating stretching ideas, and building those into stronger and more meaningful innovations that consumers will love

COMMUNICATIONS DEVELOPMENT

Understanding consumer responses to early stage advertising ideas and refining them to create more compelling, relevant and credible copy

Get in touch joe@huxlyglobal.com

The new normal

Covid19- A time of change

The beverage category has never been more present online. People are sourcing, consuming and discussing alcohol online in unprecedented numbers.

Online food and drink delivery is in rapid growth as consumers seek safer ways to shop. Online drinks parties are becoming common place, with Japan even coining a name for the growing trend オン飲み- On-nomi.

Popular UK beer brewery BrewDog are keeping their customers involved by opening an online bar, featuring beer, music and a classic pub quiz. With the social media facilities we have in place in Western society, we can remain connected, even in times of isolation.

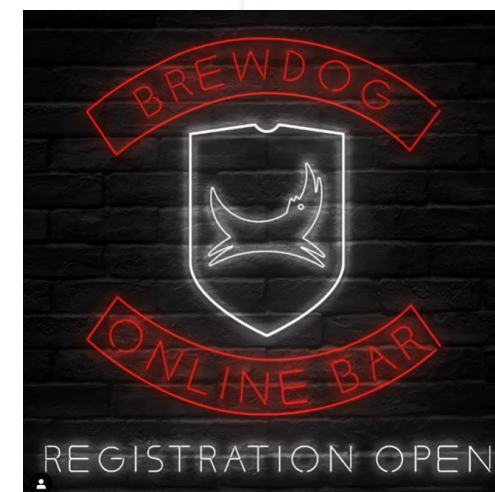
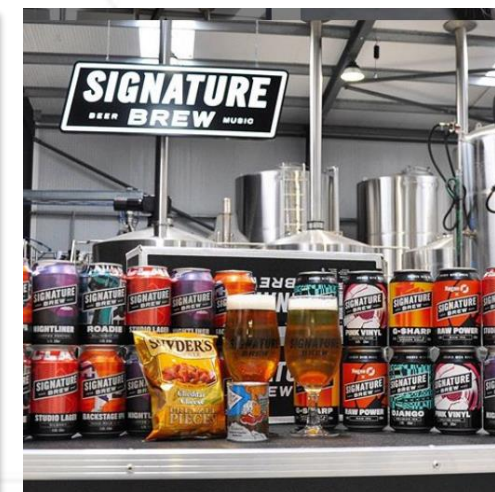
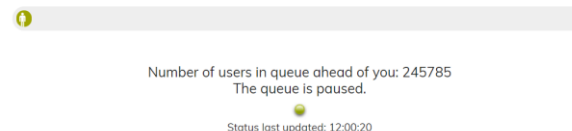
In Europe the big brewers have already developed online distribution, like Heineken's Beerwulf or ABI's Beerhawk. The USA is catching up fast, with a range of craft brewers launching direct distribution this month, and services like Drizly offering cold beer, online, within an hour.

These changes in distribution are likely to have a permanent effect on the drinks industry, as Covid accelerates pre-existing industry trends.



You are in a virtual queue

Updated at 8pm, Thursday March 26th
 Unfortunately, there are no more slots available until tomorrow.
 We are releasing slots as and when they become available, but they are selling out extremely fast.
 If you have a delivery booked for any other date, please wait here in the queue to go through and edit.
 It is likely that we will bring order cut-off times forward, so we ask you to complete your order in one session to avoid disappointment later.

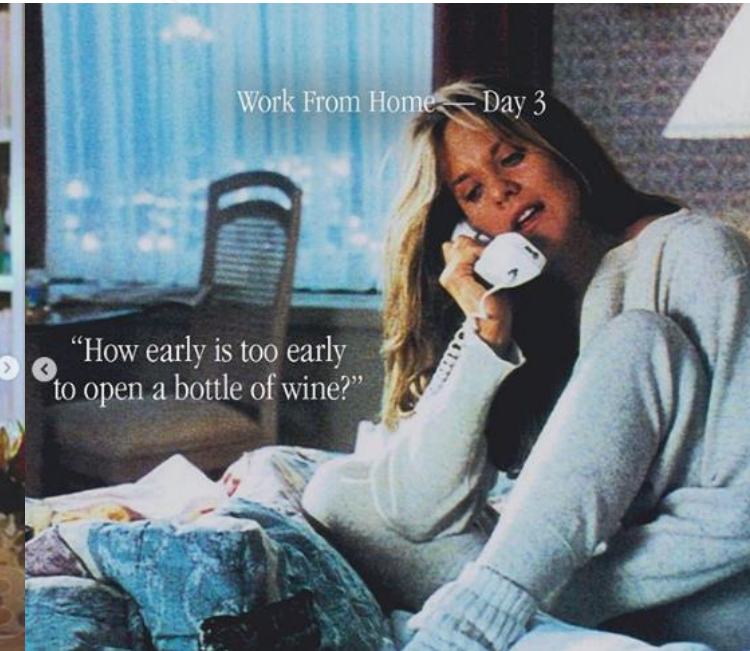
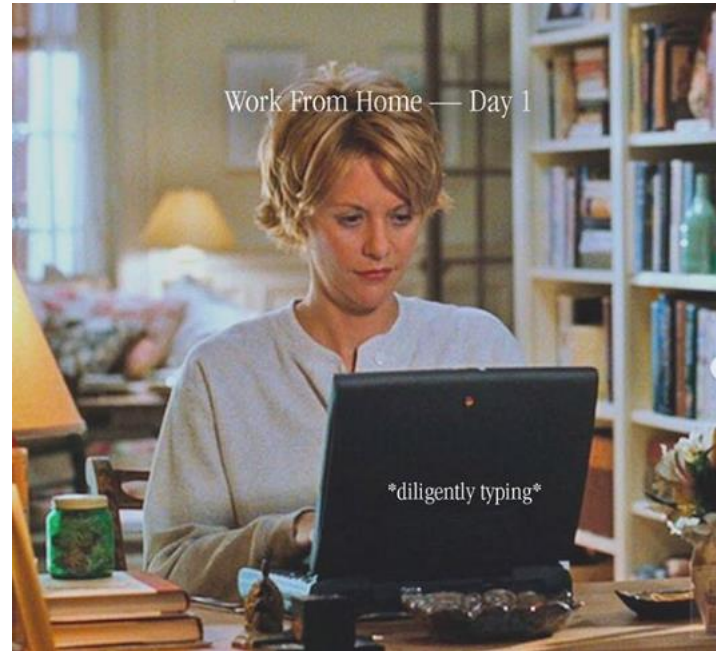


Sources:
<https://www.trendhunter.com/trends/signature-brew-pub-in-a-box>
<https://www.standard.co.uk/lifestyle/onnomi-new-japanese-drink-trend-is-basically-digital-happy-hour-a4391171.html> <https://www.instagram.com/brewdogofficial/?hl=en>
<https://gearpatrol.com/2020/04/07/buy-craft-beer-online/>

Lockdown meme culture

Our consumers are stuck at home, and they're spending hours alone with social media. Memes and other social media content are entertaining them as well as providing them with a strong sense of community.

Consumers are surrounded by media involving alcohol, meaning it is in their mind more consistently than normal.



KACEY ✓
@KaceyMusgraves

I feel like I'm somehow stuck back in that weird time period between Christmas and new year where anything goes

Me Drinking Home Alone 2019:
Sad
Disturbing
Loser
Me Drinking Home Alone 2020:
Citizen
Inspiration
Hero

Dating from home in 2020 is wild. My bumble date and I just "went for drinks" at 9 am while video chatting in our bathrobes.

A helping hand (sanitizer)

With the rapid growth in demand of hand sanitizer, and other medical supplies, alcohol companies, big and small, have turned their efforts to helping, by donating sanitizer to effected areas and charities.

Companies are using their production lines to help with the catastrophic effects that this virus has had.



Sources:

<https://www.instagram.com/brewdogofficial/?hl=en>

<https://www.ab-inbev.com/news-media/news-stories/beer-can-appreciation-day/ab-inbev-is-manufacturing-over-1-million-bottles-of-hand-sanitiz.html>

<https://www.titosvodka.com/stories/sending-love-and-goodness/>

<https://www.entrepreneur.com/article/348127>



Low & No

With Dry January and the new decade promising consumers the opportunity of a healthier lifestyle, low alcohol and alcohol free drinks are rising in popularity.

1

G & Tee Total

LOW & NO

What is it?

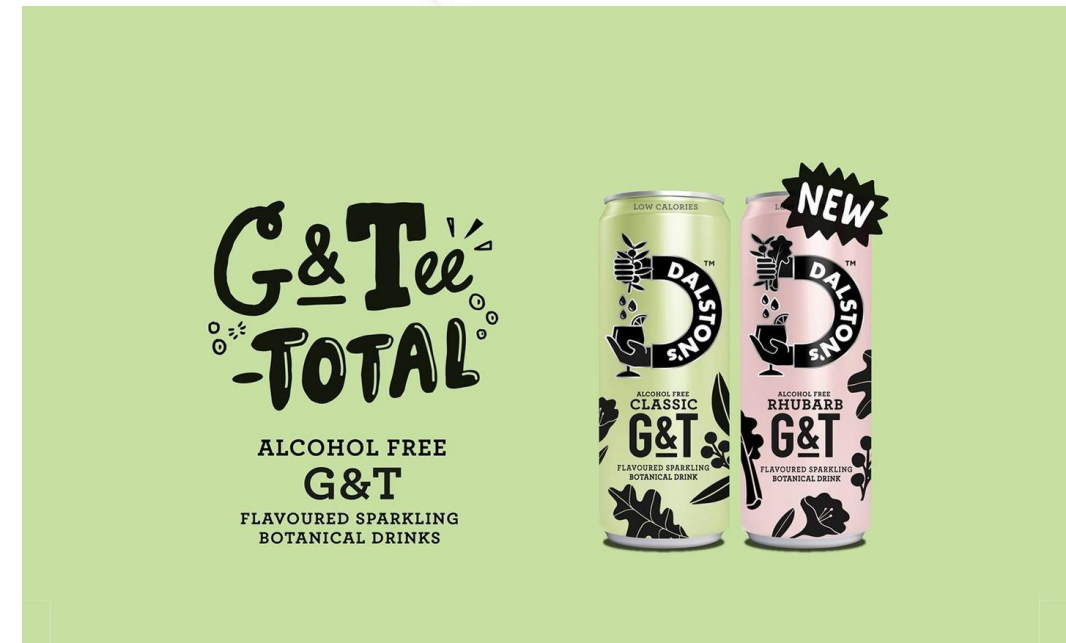
In the UK, Dalston's have released a new go-to drink for anyone going alcohol free in 2020. These alcohol-free G&T's come in classic and rhubarb flavours.

Why does it matter?

Alcohol free consumers don't just want alcohol free beer or standard soft drinks as on-the-go or in-bar choices. Brands like Seedlip have carved the way for alcohol free spirits at home and at bars. Dalston's is occupying a new area of pre-mixed alcohol-free cans which can go alongside other pre-mixed spirit options.

Dalstons are also making this product more appealing with their choice of flavours. Classic and rhubarb gin are very popular gin choices.

Sources:
<https://www.instagram.com/drinkdalstons/>



2

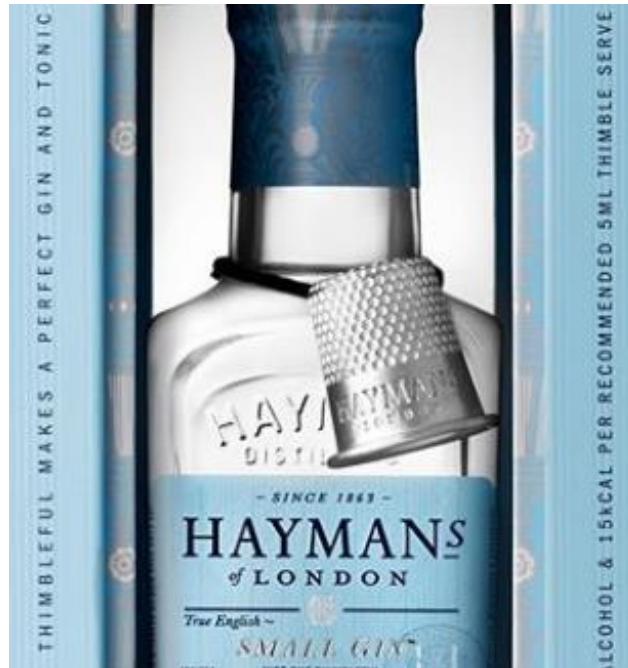
Thimble full of Gin

What is it?

Gin with a punch. UK Gin brand Hayman's have created a new gin concept. This highly concentrated gin could be the answer for people wanting to consume less alcohol. Just one 5ml thimbleful contains the same botanical flavour as a 25ml measure of standard gin, and only 15 calories.

Why does it matter?

There is such a wide range of options for people wanting low alcohol today. This is perfect for those consumers who really enjoy the taste and feel of a bit of alcohol but don't want the negative effects of drinking too much. Essentially, it allows consumers to continue to drink what they love without compromise, reducing the alcohol content of a G& T by 80%.



“One small step for gin... ..one giant leap for the world of low alcohol serves. Introducing the biggest innovation within the gin category for over 100 years - Small Gin! Small in size, but big in flavour.”

Sources:

<https://www.trendhunter.com/trends/low-alcohol-mead>

3

Mindful Drinking Festival

LOW & NO

What is it?

A free two day alcohol free festival celebrating sober life and the variety of products available.

- No and low alcohol drinks; beers, wines, ciders, cocktails, ‘spirits’
- Talks, panel discussions, masterclasses, and tasting sessions
- Free samples of some of the newest and most exciting drinks available

Why does it matter?

With a growing community, and housed in upbeat, bustling East London, this festival is setting the scene for alcohol free event growth in the UK.



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the Club Soda
Mindful Drinking Festival 2020™
#mindfuldrinking @joinclubsoda

FREE ENTRY
mindfuldrinkingfestival.com

18 January 2020, 11am - 6pm
19 January 2020, 10am - 5pm
Old Truman Brewery, London, E1 6QL

UpFLOW BEVING COLLECTIVE
OLD MOUT CIDER
LINDEMAN'S
LYRE'S

“Our goal is simple: A world where nobody has to feel out of place if they’re not drinking”

Sources:

<https://mindfuldrinkingfestival.com/>

4

Sober Bars

LOW & NO



Sources:

<https://www.brewdog.com/uk/bars/uk/af-old-street/><https://www.listen.bar/>

What is it?

BrewDog have launched the 'world's first alcohol free beer bar' in London, England. There are also some exciting new alcohol free cocktail bars in New York, US, including the Listen Bar. This bar opening is joined by a range of new and exciting alcohol free products in their alcohol range, including fruity sours and hoppy beers.

Why does it matter?

Alcohol free beers have been available for a while now, however bars have often got limited choice. BrewDog AF Old Street offers a unique drinking experience. Consumers can enjoy a wide selection of unique and delicious beers, without feeling like the odd one out for not drinking.

This kind of bar is paving the way for a new age of sober socialising which sees consumers not turning to alcohol percentage to interact and enjoy their time with friends.

5

Anti-Dry January beers

What is it?

US beer manufacturers Heavy Seas and Harpoon have created high alcohol, limited edition beers directly poking fun and combatting the Dry January phenomenon which is booming in 2020.

Why does it matter?

There are more alcohol free and low alcoholic options than ever before. These counter-trend beers are providing a product for those of us who are not interested in Dry January or being made to feel guilty for not engaging in it.



“We’re not sure who came up with the idea of spending their January beer-free, but we’d like to go on record and say—that sounds awful.”

Sources:

<https://thedieline.com/blog/2020/1/17/dry-january-got-you-down-theres-a-beer-for-that>

LOW & NO

huxly



Functional Beverages

Drinks with functional benefits are becoming more popular and broadly accessible, especially with gut health and CBD benefits.

1

Smart Nutrition Bottle

What is it?

A smart nutrition bottle. This bottle holds 3 individual capsules, each tailored to deliver a different nutritional benefit. The bottle itself is connected to the Life Fuels app which can be downloaded onto a consumers phone to assist them in monitoring their hydration and nutrition.

"LifeFuels bridges a crucial gap between hydration, nutrition, and technology."



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Functional Beverages



Why does it matter?

This innovative pod-bottle-app design is setting the scene for other similar innovations which use clever product development and technologies to develop ways of interjecting nutrition into everyday life. The concept of these pods could be easily stretched into a range of different products, further than just water.

Sources:

<https://www.lifefuels.com/>

2

Refreshing and Functional

Functional Beverages

What is it?

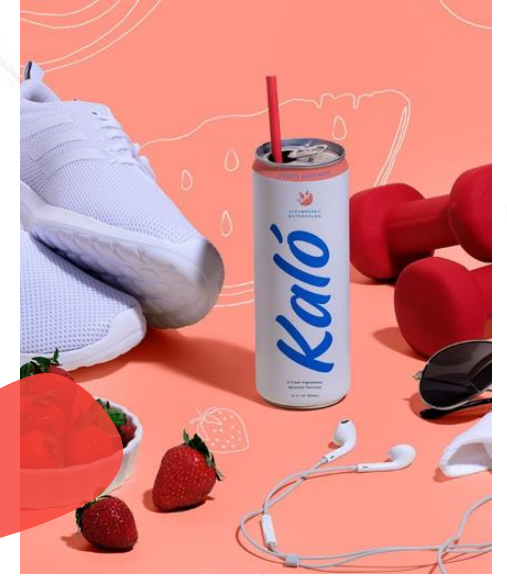
US brand Kalo have released a range of refreshing, naturally sweetened sparkling waters which include 20mg of CBD per can.

They come in a range of delicious, fruity flavours, delivering the CBD in a refreshing and crisp way.

Why does it matter?

Liquid vehicles for CBD in 2020 are extensive. We are seeing it included predominately in soda and low alcohol beer form. Kalo is attracting consumers by presenting an aesthetically appealing packaging design and a fresh liquid.

'crafted to help you feel your best'



huxly



Sources:
<https://drinkkalo.com/>

3

Fashion Brand Limited Edition CBD

Functional Beverages

What is it?

A Limited Edition collaboration pack design between US based CBD brand Recess and clothing retailer Opening Ceremony. These drinks were sold exclusively in Recess fridges in Opening Ceremony stores.



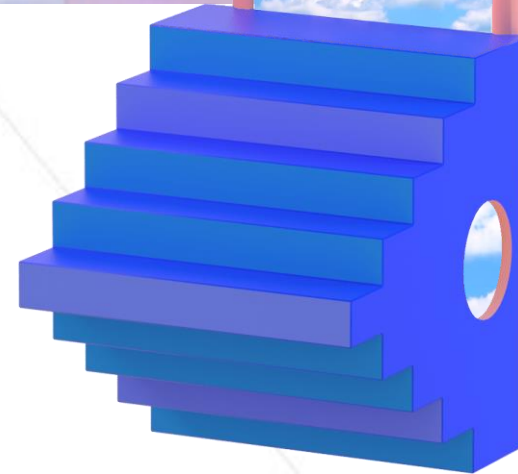
Why does it matter?

Recess CBD drinks have been leading in their field. Their clear visual identity, with pastel pink and blue hues have attracted consumers as well as their promise to make their consumers 'cool, calm, collected'.

Opening Ceremony has an existing, and very trendy following. By linking these brands through collaboration, and placing these cans directly into the hands of these fashion forward, Instagram dwelling millennial and GenZers, they are painting the brand with a desirable, cool social appearance.

Sources:

<https://www.trendhunter.com/trends/sparkling-water-infusion>



4

Simple spring water with added CBD benefits

Functional Beverages

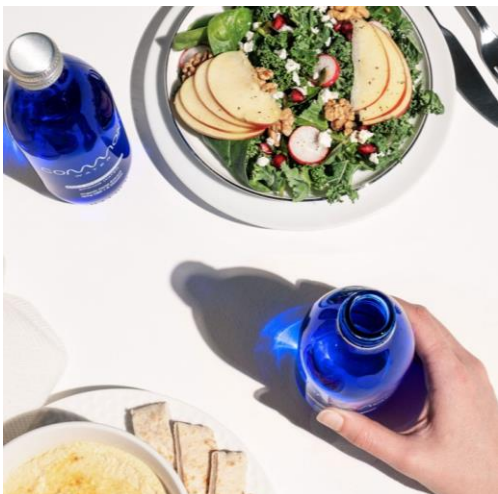
What is it?

The most simple, clear CBD drink to date. A still spring water containing organic hemp extract and B vitamins.

Why does it matter?

The goal for this brand was to create a grown up alternative to other CBD drinks on the market. Elsewhere in the field we see bright colours, fruity flavours, and youthful marketing language.

Common Water delivers a more mature, slick product, to accompany a healthy lifestyle.



“Launched in January 2020, Common Water is focused on giving people the most simple and effective method of consuming CBD as part of a healthy and balanced diet.”

Sources:

<https://thedieline.com/blog/2020/2/7/common-water-wants-to-be-your-everyday-cbd-fix>

5

Fun Digestive Pops

What is it?

- A range of low sugar sparkling tonics created to help support digestive health, packed with probiotics, prebiotics and plant fiber.
- Olipop are determined to provide a quality product which is not only good for their consumers but also tastes great.
- Their tonics come in recognizable, nostalgic flavors including: Root Beer, Cinnamon Cola and Strawberry Vanilla.

Why does it matter?

Gut Friendly drinks, snacks and overall lifestyle are becoming highly coveted. By making their drinks and design fun and unique, Olipop have made gut friendly drinking more broadly appealing to consumers who enjoy exciting new drinks. Other drinks in this category might only appeal to consumers who aren't put off by clinical looking packaging in health shops.



Sources:
<https://drinkolipop.com/pages/our-story>



Environmentally Conscious

Societal focus on the environmental impact of their everyday life choices is driving the drinks industry to consider waste-free solutions. This is particularly important when engaging the younger generation who are environmentally focused.

1 Waste Reducing liquids

Environmentally Conscious



“Inspired by our Alpine roots, we upcycle surplus whey (the liquid co-product of yogurt and cheesemaking) to bring you a refreshing, good-for-your-gut beverage.”



What is it?

Fruity soft drinks which are gut friendly and waste reducing.

Why does it matter?

We are seeing vast improvements and innovation in sustainable packaging. In some cases this merely shields the less than sustainable production and sourcing processes of the product or liquid itself. Superfrau, although held in a glaringly plastic bottle, offers an upcycled, waste reducing soft drink. They are partnered with two farms in Massachusetts, US, through who they source the surplus Whey to create their beverages.

Sources:
<https://www.trendhunter.com/trends/whey-beverage>

2

Paboco Partnerships

Environmentally Conscious



“We have decided to become part of the solution for a sustainable future.”

Sources:

<https://www.paboco.com/whoweare>

<https://thedieline.com/blog/2019/10/14/carlsberg-announces-update-to-development-of-green-fiber-bottle>



What is it?

Paboco was founded in 2010 with a mission to solve the problem of package littering using recyclable materials.

In 2015, Paboco teamed up with Carlsberg group to create the Green Fibre Project as a collaboration effort towards paper bottles. They have released prototypes of what these bottles might look like.

Since 2015, large corporations Coca Cola, L’Oreal and Absolut have joined the movement, showing support for a more sustainable future.

Why does it matter?

With the support of large corporations like Carlsberg and Coca Cola, this project is receiving large investment for innovation as well as exposure and publicity.

3

Reusable cups backed by Starbucks & McDonalds

Environmentally Conscious

What is it?

Pilot programmes in California are being used to trial the use of 'Smart' reusable cups in a selection of independent cafes, implemented by Starbucks and McDonald's.

This is a result of the NextGen Cup challenge which CupClub and Muuse succeeded. The cups have RFID chips and QR codes in them so that they can be tracked. The QR codes can be scanned when they are dropped off to be collected, cleaned and then redistributed.

Why does it matter?

This is showing that there is a really attempt by large corporations to move towards extinguishing single use packaging.

"The ongoing work ... provides valuable insights and learnings for all the members, us included, as we continue to explore a variety of ways to better manage our waste and reduce our environmental footprint."

Sources:

<https://thedieline.com/blog/2020/2/19/mcdonalds--starbucks-piloting-reusable-cup-program-in-california>
<https://www.prnewswire.com/news-releases/nextgen-consortium-begins-piloting-sustainable-cup-solutions-in-san-francisco-bay-area-301006692.html>





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