

## Soft and Low-alcohol Drinks in the On-trade - UK - October 2012

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“Much of the responsibility for boosting food and drink matching sits with the pubs themselves: clearer menu information on soft drinks, better positioning on bar displays to boost visibility and awareness and recommendations from bar staff are all potential means for on-trade establishments to tap into this lucrative market.”

– Chris Wisson, Senior Drinks Analyst

### In this report we answer the key questions:

- How can pubs/bars balance price with consumer demand for premium soft drinks?
- How can the soft drinks market boost its image in the on-trade?
- Food and soft drinks: a match made in heaven?
- What opportunities exist for low-alcohol drinks?

This report covers the UK market for soft and low/non-alcoholic drinks purchased and consumed in the on-trade. Soft drinks in this report include the following non-alcoholic beverages:

- Carbonated soft drinks (and mixers): well-known brands are Diet Coke, Pepsi and Fanta.
- Fruit juices and juice drinks: well-known brands are Tropicana juices and J2O juice drinks.
- Bottled water: includes plain and flavoured/fortified water, such as Highland Spring and Glacéau Vitaminwater.
- Squashes/cordials: brands include Bottlegreen and Ribena.
- Energy drinks: for example, Red Bull and Lucozade.

Although not included in market sizes, consumption of low-alcohol drinks and hot beverages are included in the consumer research sections, the latter due to increased popularity of drinking tea/coffee etc as an alternative to alcohol in pubs and bars, for example due to JD Wetherspoon’s early opening times. The report also refers to mixers, which is when soft drinks (usually carbonates but can also include fruit juices/drinks) are combined with alcohol to make a ‘long serve’ such as a gin & tonic, a shandy or a Bloody Mary. Mixers do not include the combination of energy drinks and spirits eg Red Bull and vodka.

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