

December 2014

Beer - Canada

“Establishing food-led drinking occasions for beer, specifically by promoting the pairing as a part of a regular meal, may be a route for beer brands to increase usage. Keeping the spotlight on everyday/regular foods will deter beer-food pairings from competing directly against wine-food pairings, and should help counter beer’s ...

November 2014

Juice and Juice Drinks - Canada

“Consumers decide what foods constitute a snack. Foods that can satisfy across more day parts should benefit from a growing propensity for snacking. Juice as a liquid snack can be leveraged within this growing meal occasion. Its liquid form makes it an easy to consume, easy to carry way of ...