

## December 2012

### Beer - UK

“Drinkers are increasingly looking for pubs to make imaginative choices with their range of drinks and those which stick to safe options of just mainstream brands are likely to struggle to win over beer enthusiasts.”

## November 2012

### Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all the majors seek to enhance their store portfolios and the ...

### Fruit Juice, Juice Drinks and Smoothies - UK

“Health remains an issue within the soft drink category, with potential to drive value sales in the market. For example, almost three in five smoothie drinkers agree that they are willing to pay more for a drink with higher fruit content, while a third agree that it’s worth paying more ...

### Premium Alcoholic Drinks - UK

“Premium brands would be ill-advised to follow a strongly promotional driven strategy as a means of appealing to more drinkers. However, this is not to say that they should not promote at all in order to preserve their exclusive status, as infrequent price cuts are undoubtedly an effective way of ...

## October 2012

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

“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.”

### Cordials and Squashes - UK

“40% of over-65 squash/cordial buyers agree that fruit squash tends to taste too sweet compared with a 26% average. Therefore, reducing the sweet flavour of squash by lowering sugar or sweetener content, or even upping the level of tarter flavours, could better suit the palates of this lucrative group ...