

March 2017

Drinking Out - Brazil

"Brazilians are cutting down on drinking outside of the home. It is expensive and drinks specials and promotions are good motivators to make consumers drink more. To remain visible and relevant during the recession, brands and venues need to expand and offer special experiences and beverages to consumers. Venues also ...

February 2017

Mixed Beverages - Brazil

"Brazilian consumers are looking for healthier options of non-alcoholic drinks, and the market has been meeting this demand with mixed beverages. This new category can bring together the best of different segments into one product, for example, combining the sparkling element of CSDs with the natural claims of fruit juices ...