

THE GROWTH OF RTDs

THE BIG PICTURE

The Ready-To-Drink (RTD) category is the fastest-growing segment across all U.S. Alcoholic Beverages as consumer demand for a diverse range of high-quality products has led to the increased size and sophistication of the category.

RTDS ON TREND (YEAR-OVER-YEAR VOLUME GROWTH)

- +156%** “Hard” RTDs – Teas, Lemonade, Coffee
- +234%** Seltzer/Spritzer – Brands that identify as seltzer, spritzer, soda, or sparkling
- +167%** Cocktails – Wine- and spirit-based cocktails, such as a Moscow Mule or margarita

HUGE GROWTH POTENTIAL



RTDs are projected to sell more volume than the entire spirits category within the next 5 years.

WHO IS THE RTD CONSUMER?



Income > \$100K



Age 21-34



Lives in city/suburbs

BIGGEST TREND = TRADING UP



Most consumers enter the RTD space with mid-priced flavored malt beverages (FMBs). Now, many of those consumers are trading up to higher-priced offerings such as spirits- or wine-based seltzers or RTD cocktails.

CONSUMER RTD JOURNEY FOR TRADING UP

Consumer Entry Point	Initial Trade Up	Continued Trade Up
Malt-based seltzers	Spirits/Wine-based seltzers	RTD cocktails
Mid-price point	Premium-price point (80% more \$ per unit vs Malt)	Ultra-premium-price point (130% more \$ per unit vs Malt)

SELLING SOLUTION

Maximize your profits by investing more shelf space and cold box space for the higher-priced, and very profitable, RTD cocktails.



*All statistics courtesy of Nielsen Data

Connect with your sales rep to find out more about our diverse inventory of RTD options!