

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



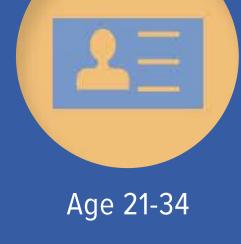
RTDs are projected to sell more volume than the entire spirits category within the next 5 years.

CONSUMER?

WHO IS THE RTD









BIGGEST TREND = TRADING UP



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.

Most consumers enter the RTD

Continued Initial Consumer

CONSUMER RTD JOURNEY

FOR TRADING UP

Entry Point	Trade Up	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

higher-priced, and very

investing more shelf space

and cold box space for the profitable, RTD cocktails.

*All statistics courtesy of Nielsen Data

