

RTD Alcoholic Beverages

TREND SNAPSHOT

Classic Cocktails

46% of U.S. consumers would be most interested in purchasing classic cocktails in a can (Mintel). These timeless flavors invite consumers to raise a glass to the next generation of cocktail experiences.

VODKA SODA

Art & Rev Vodka Soda Handcrafted Cocktail features sparkling water, yuzu, and key lime.
Jan. 2024, US | Innova



COSMOPOLITAN



Ketel One Cosmopolitan Cocktail is made with Ketel One Vodka, triple sec, and real cranberry juice, creating the perfect balance of sweetness and lime.
Other Flavors: Espresso Martini
Nov. 2023, US | Mintel

MARGARITA

Trader Joe's Everything But the Bartender Classic Lime Margarita combines real tequila, agave syrup, and lime. This ready-to-drink lime margarita has all the sweetness, citrus, and spirit you'd expect from a margarita at a treasured, local cantina.
May 2024, US | Innova



GIN & TONIC



Luxardo Sour Cherry Gin & Tonic is an innovative take on the classic Gin & Tonic, crisp sparkling water and natural flavors highlight the rich flavor of the world-famous Luxardo Sour Marasca cherries.
Sept. 2023, US | Mintel

MANHATTAN

The Glenlivet Twist and Mix New Manhattan Spirit Drink Cocktail is a testament to the timeless classic featuring warming, aromatic hints of cherry and ginger.
Aug. 2023, US | Innova, The Glenlivet



OLD FASHIONED



Traverse City Whiskey Co. Old Fashioned Cocktail is crafted with award-winning bourbon and finishes with a tantalizing twist of Seville orange.
Jul. 2024, US | Innova

Global Inspiration

27% of consumers across all demographics consider the local cuisine and food scene a factor when choosing a travel destination (Mintel). Fragrant botanicals, exotic fruits, and warm spices are only a sip away – no luggage required!



Craftwell Cocktails
Hibiscus Lemonade
Wine Cocktail
Apr. 2024, US | Innova

Tepache Tequila Hi-Ball
Jul. 2023, US | Innova

Soke Yuzu Ginger Premium
Sake Soda
Feb. 2024, US | Innova

Flavor Favs

The fusion of quality and flavors you expect with a refreshing alcoholic twist is found in RTDs created by renowned name brands. 34% of RTD shoppers in the U.S. say that a well-known brand is a purchase factor for RTDs (Mintel).



Dunkin' Spiked Iced Tea is a premium malt beverage made with real tea and natural flavors. Also available in strawberry dragonfruit, mango pineapple, slightly sweet iced tea with a twist of lemon, and half & half iced tea.
Nov. 2023, US | Mintel



Simply Spiked Limeade has deliciously clean and zesty flavors with a refreshing lime finish.
Other Flavors: Cherry, Passion Fruit, Blackberry
Feb. 2024, US | Mintel



Welch's Vodka Cranberry brings the crisp, clean taste of vodka and the tangy sweetness of cranberry juice to the staple cocktail in a convenient ready-to-drink format.
May 2024, US | Innova

Spicy Sips

Bold and exhilarating, RTDs with heat provide a kick in every sip. 66% of consumers like or love the term "spicy" (Datassential).

Casadores Spicy Margarita Cocktails is made with award-winning 100% Blue Agave Tequila Casadores, orange liquor, jalapeno juice, natural flavors, and sparkling water. This spicy and refreshing margarita makes any day Taco Tuesday.
Dec. 2023, US | Innova



Kickstand Hot Torched Peach Chipotle Cocktail blends the crisp taste of sweet peaches with the bold, spicy finish of torched chipotle peppers. Made with vodka, fruit juice, and other natural flavors. Also available in charred pineapple poblano, smashed raspberry serrano, and roasted jalapeno cucumber.
June 2023, US | Innova

Healthy Halo

Nourishing elements and health-conscious twists offer RTDs with ingredients said to boost mood, digestion, and overall health. Zero-proof options allow sober curious and health-focused consumers to enjoy social beverages. Cheers to a healthier, happier you!

Free Spirits Non-Alcoholic Margarita Cocktail is lightly sparkling for a "fresh out of the shaker" experience and crafted with real juice, natural flavors, functional ingredients, and a non-alcoholic tequila alternative.
Other Flavors: Non-Alcoholic Kentucky Mule
May 2024, US | Innova



Juneshine Desert Cooler Hard Kombucha is twice-brewed with tart tangerine, lime, dragon fruit, and hibiscus. This citrus-sipper will quench your thirst and transport your tastebuds. Also available in prickly pear margarita, black cherry breeze, and booberry.
May 2024, US | Innova

Surfside Green Tea Plus Vodka Cocktail offers green tea with delicious notes of honey and ginseng. Also available in iced tea, raspberry tea, and peach tea.
May 2024, US | Innova



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BY THE NUMBERS

The Market

The global Ready To Drink (RTD) Alcoholic Beverage market was valued at \$18.7B USD in 2023 and projections show an estimated 7.9% CAGR growth over the next 10 years (Persistence Market Research). Growth can be attributed to increasing consumer demand for convenience, flavor innovation, rising awareness of health and wellness, new product developments, and growing popularity of functional ingredients.

Top 10 Flavors

Source: Innova (based on new, in-market product launches in North America, 2023 - 2024)

1. Lime
2. Margarita
3. Pineapple
4. Peach
5. Tea
6. Lemon
7. Lemonade
8. Mango
9. Strawberry
10. Orange

ALCOHOL(62%), CITRUS (33%), & FRUIT (30%)

Most popular flavor categories for RTD launches in North America

Source: Mintel (Jan 2023-Dec 2023)

Top 10 Claims

Source: Innova (based on new, in-market product launches in North American, 2023 - 2024)

1. Convenience-Consumption
2. Gluten-Free
3. Convenience- Packaging
4. No Alcohol
5. Ethical- Packaging
6. Indulgent & Premium
7. Vegan
8. Low/No/Reduced Calorie
9. No Additives/Preservatives
10. No Added Sugar

LIMITED EDITION

+38% growth in launches over the past 5 years

Source: Innova (US, CAGR, Apr 2019-Mar 2020 to Apr 2023-Mar2024))

Flavor Ideas



SWEET SIPS

Transcending the dessert plate, RTDs are the ultimate canvas for irresistible flavors that cater to the modern sweet tooth.

- Caramel Corn
- Toasted Marshmallow
- Tiramisu
- Peanut Butter Banana



FANTASTIC FRUITS

Bursting with vibrant and fresh tastes, fruit flavors are a favorite choice for those seeking both refreshment and indulgence.

- Citrus Sips
- Berry Blends
- Tropical Twists
- Melon Mixers



GLOBAL INSPIRATION

Explore a world of taste with flavors from around the globe. Exotic spices, tropical fruits, and regional specialties are brought right to you.

- Tamarind Lime
- Watermelon Chamoy
- Pineapple Yuzu
- Spicy Margarita



BOTANICAL BLENDS

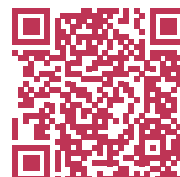
Nature's diverse herbs, spices, and floral elements bring a unique fusion of aromatic and nuanced flavors that go beyond the ordinary.

- Cherry Blossom
- Strawberry Elderflower
- Lavender Matcha
- Grapefruit Rosemary

Deliver Delight. Solve Sweetness. Create Craveability.

Don't let ingredient taste challenges stop your innovation. You deserve a flavor partner that's ready to translate these trends into bold new ideas for your brand.

Creating great-tasting RTD Alcoholic Beverages is only the beginning of what our custom taste modification technology can do. Scan the QR code to see our Optify™ Kick-Off Kit featuring specially-curated flavors that can help you create a winning formulation.



Flavor
solutions