

December 2014

Beer - Canada

“Establishing food-led drinking occasions for beer, specifically by promoting the pairing as a part of a regular meal, may be a route for beer brands to increase usage. Keeping the spotlight on everyday/regular foods will deter beer-food pairings from competing directly against wine-food pairings, and should help counter beer’s ...

November 2014

Juice and Juice Drinks - Canada

“Consumers decide what foods constitute a snack. Foods that can satisfy across more day parts should benefit from a growing propensity for snacking. Juice as a liquid snack can be leveraged within this growing meal occasion. Its liquid form makes it an easy to consume, easy to carry way of ...

September 2014

Tea and Coffee - Canada

“Appealing to older coffee drinkers, for example via pods/capsules which use intense roasts, could help to tap into this flavour interest in a more targeted manner.”

– **Andrew Zmijak**, Consumer Behaviour Research Analyst

August 2014

Yogurt and Yogurt Drinks - Canada

“One in five yogurt buyers currently consume yogurt or yogurt drinks on the go to work/school. Further introductions of pouches, tubes and spill-proof packaging could boost usage on these occasions by appealing to children and adults alike.”

– **Andrew Zmijak**, Research Analyst, Consumer Behaviour



July 2014

Carbonated Soft Drinks - Canada

“Natural sweeteners such as stevia may help to reduce these perceptions of artificiality and help to boost consumption among Millennial females.”

- **Warren de Lima, Senior Food and Drink Analyst**

This report looks at the following issues: