

### December 2013

#### Beer - UK

“The market is having greater success with the newer range of sweeter flavoured/alcoholic ginger beers which are typically positioned as gender-neutral and which are equally likely to be drunk by men and women. These continue to offer a route for beer brands to increase usage and make beer more ...

### November 2013

#### Fruit Juice, Juice Drinks and Smoothies - UK

“A focus around energy provision should create standout in the market. Such propositions remain rare, however, this is an area the under-35s show above-average interest in.”

#### White Spirits and RTDs - UK

“Brands at the premium tier in particular should tread carefully when experimenting with flavour as it risks masking the ‘pure’ flavour of the drink, something which is so important for premium spirits.”

#### Private Label Food and Drink - UK

“Tesco’s October 2013 relaunch of its premium tier Finest range should provide a boost to premium own-label NPD. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap into the predicted increase in consumer spending.”

### October 2013

#### Organic Food and Drink - UK

“It is important for organic brands to communicate to shoppers in a more effective way the tangible, concrete benefits their products offer them. Given the vast amount of product information that is already competing for shoppers’ attention, clear, dynamic labels that can be understood at a glance are needed.”

#### Cordials and Squashes - UK

“Health should be near the forefront of producers’ strategies, appealing to not only health-conscious adults but also those looking for suitable soft drinks for their families.”