



# Quarterly Review:

Unpacking the Data Trends and  
Flavor Blends of 2021

# Table of Contents

- 05. Provi and its Powerful Data
- 07. The Pandemic Drives Hard Seltzers and Pre-Mixed Cocktails (RTDs)
- 08. The RTD Trend Continues in 2021
- 10. Hard Seltzers and a Love for Variety
- 12. Pre-Mixed Cocktails Are Shaking Things Up
- 14. A Flavorful Summer for Spirits
- 18. Spirits Are High and Beer Isn't Done Yet

The insights in this report were extracted from Provi sales data from June 2021 through August 2021 compared to the same period in 2020. The sales trends in this dataset includes order data from approximately 10% of the on-premise across multiple markets throughout the US.





## **PROVI AND ITS POWERFUL DATA**

Provi is the fastest growing B2B eCommerce marketplace in the alcohol industry. Our digital marketplace grants retailers a robust, contactless platform to browse product catalogs from every distributor in their market, place orders to all of their reps while improving communication and transparency for retailers, distributors, and suppliers.

As a supplier or distributor, you most-likely have a strong read on your portfolio performance across the board; however, from a competitive perspective, how strong is your read on beer, wine and spirits at the account-level, particularly in the on-premise?

Provi tracks store-level transactional beer, wine and spirits order data from thousands of accounts across the US, about 85% to 90% of which are on-premise accounts. This provides an incredibly unique look into a very important slice of the beer, wine and spirits universe - one that exists nowhere else!







## **THE PANDEMIC DRIVES HARD SELTZERS AND PRE-MIXED COCKTAILS (RTDS)**

In Spring of 2020, we noticed several new pandemic-induced trends unfold. Hard seltzers and pre-mixed cocktails boomed as consumers were kept from their local bar or pub. Summer love for seasonal and flavor-forward drinks kept the trend alive and when fall came around, the trend continued.

Brands such as High Noon and Cutwater released both vodka and tequila-inspired spirits-based RTDs. During this time, the on-premise was significantly scaled back, if open at all, so the majority of RTD growth we observed (as well as the changing consumer dynamic) was unfolding within the off-premise.

Summer of 2021 gave the industry the first opportunity to see if this shift could carry over to the on-premise.

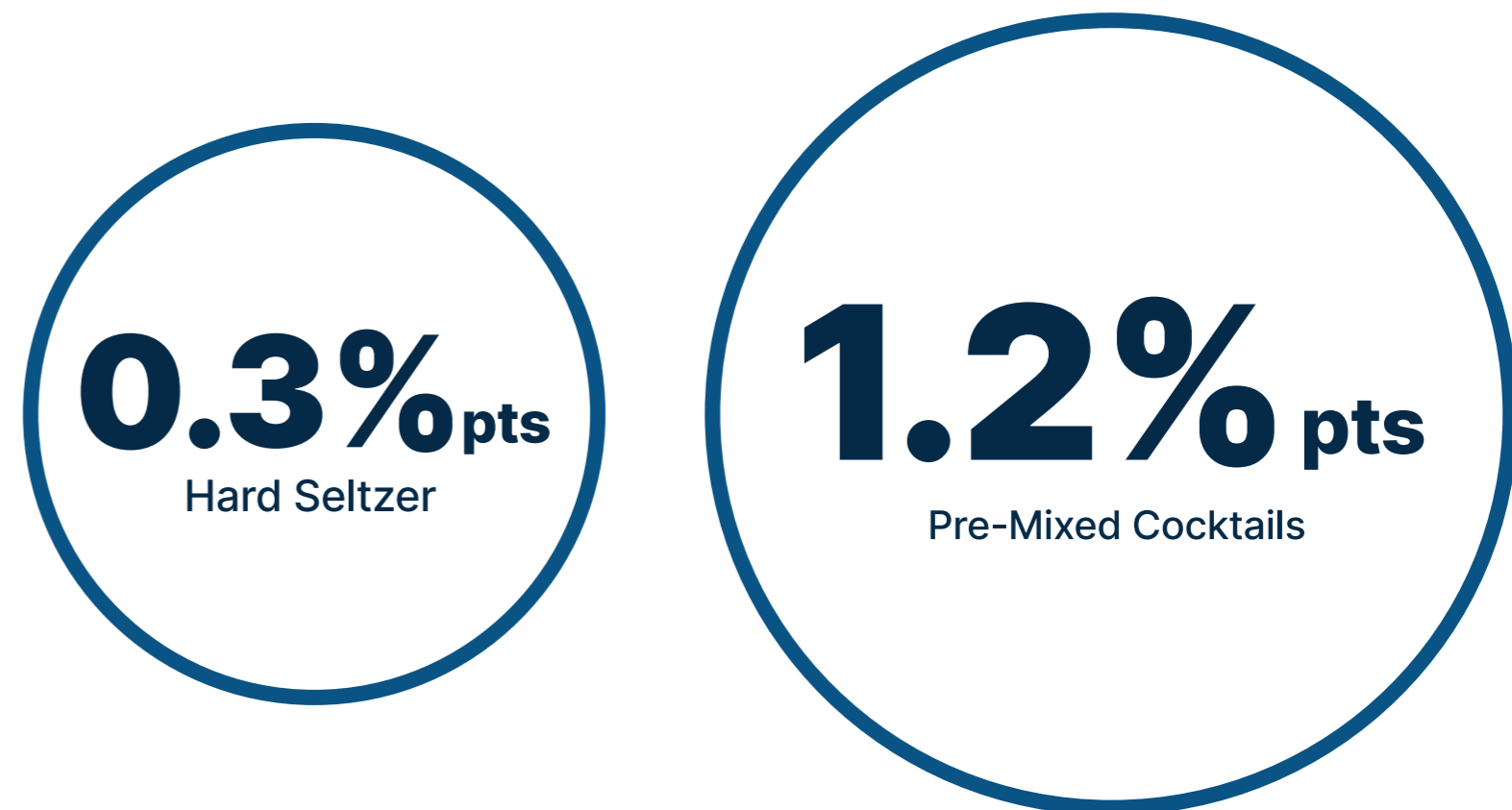




## THE RTD TREND CONTINUES IN 2021

On a 3-month basis through August, compared to the same period last year, we observe some strong share shifting away from certain subsets of beer towards pre-mixed cocktails and hard seltzer. Specifically, hard seltzer gained roughly 30 basis points, while pre-mixed cocktails gained 1.2% points of share. One key call out here is that pre-mixed cocktails are gaining share ahead of hard seltzers.

### RTD Growth Propelled by Pre-Mixed Cocktails





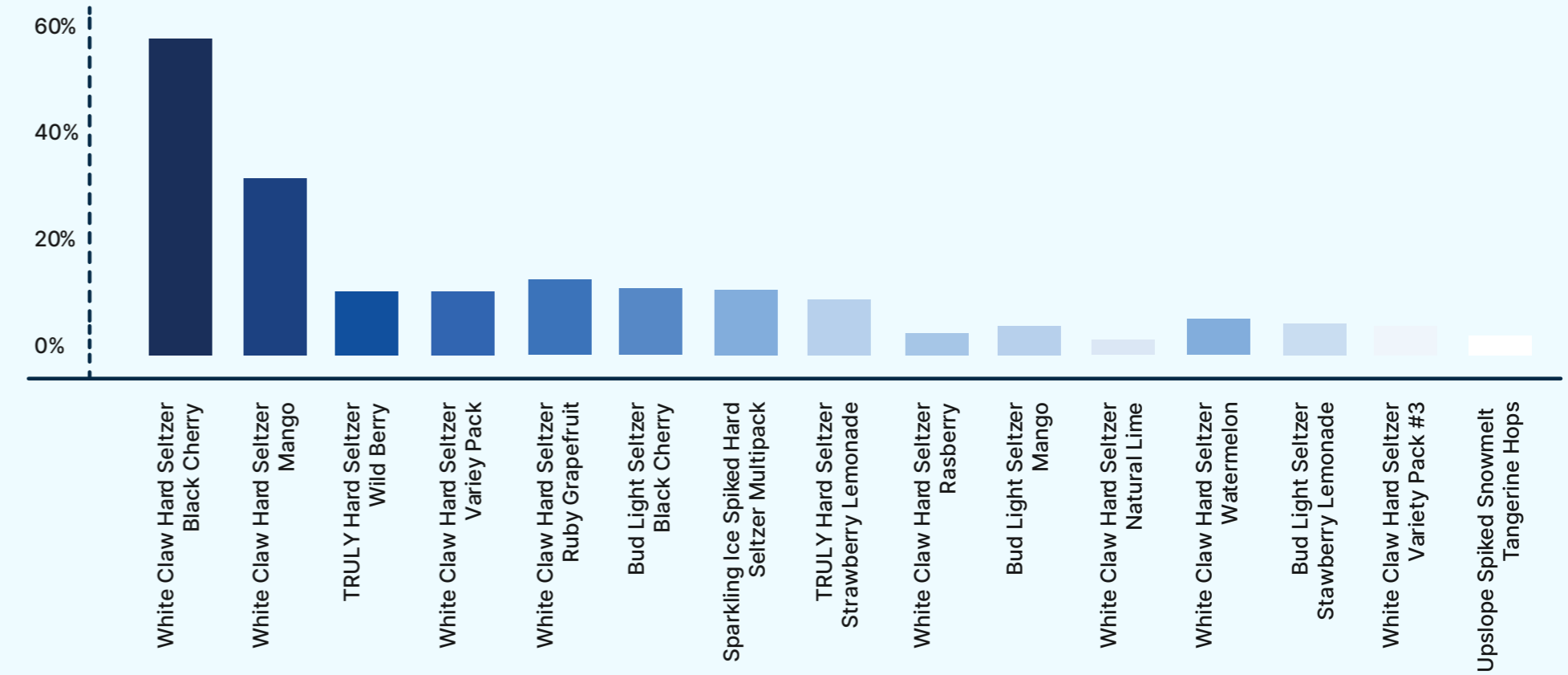
# HARD SELTZERS AND A LOVE FOR VARIETY

Digging into hard seltzer trends, the top two contributors to growth are White Claw and Truly, shortly followed by Bud Light Seltzers. Digging into these two brands, we observe a couple of key trends emerging. First and foremost, the black cherry and mango flavors are the core drivers of White Claw's growth, with flavors such as watermelon and grapefruit picking up notably.

Meanwhile, Truly tends to be driven by berry-flavored items, particularly their strawberry lemonade-inspired hard seltzer.

Across all hard seltzers, it's abundantly clear that on-premise buyers are purchasing more variety packs. In fact, the three top-selling variety packs make up 10.5% of the entire hard seltzer category.

### 3-Mth Growth Contribution through August 2021



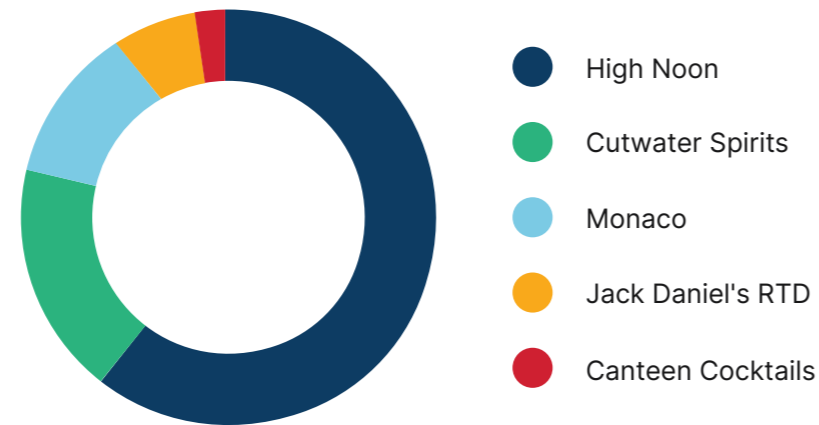




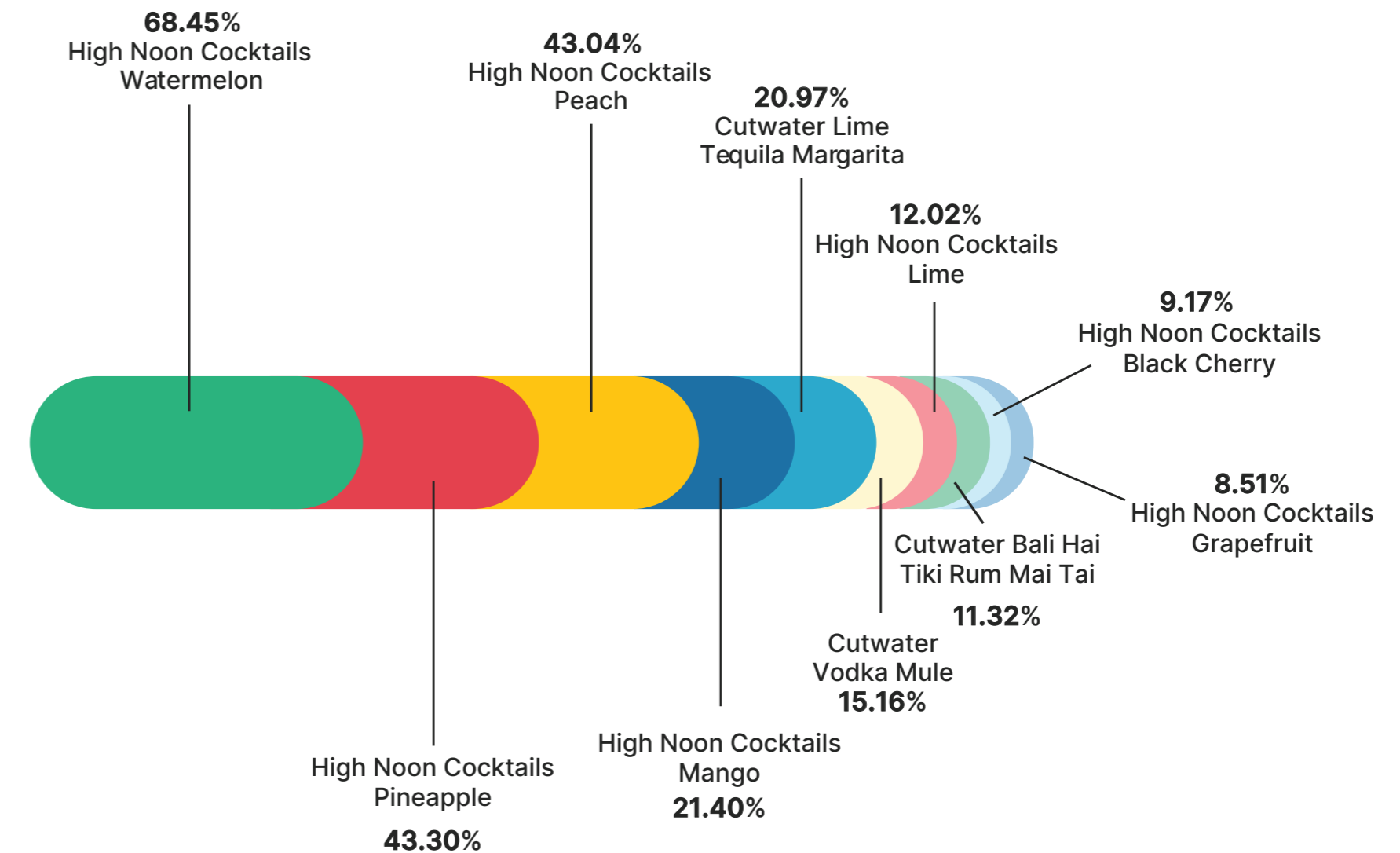
# PRE-MIXED COCKTAILS ARE SHAKING THINGS UP

When digging into the pre-mixed cocktails space we see brands like High Noon, Cutwater and Jack Daniels Country Cocktails performing well. We also see an increase in seasonal flavor profiles such as peach (a High Noon and Jack Daniels RTD fan favorite) along with pineapple, watermelon and mango (most of which are driven by High Noon). On the other hand, Cutwater stands out with its Lime Tequila Margarita and Rum Mai Tai offerings.

3-Mth Market Share through August 2021



## 3-Mth Growth Contribution through August 2021





## A FLAVORFUL SUMMER FOR SPIRITS

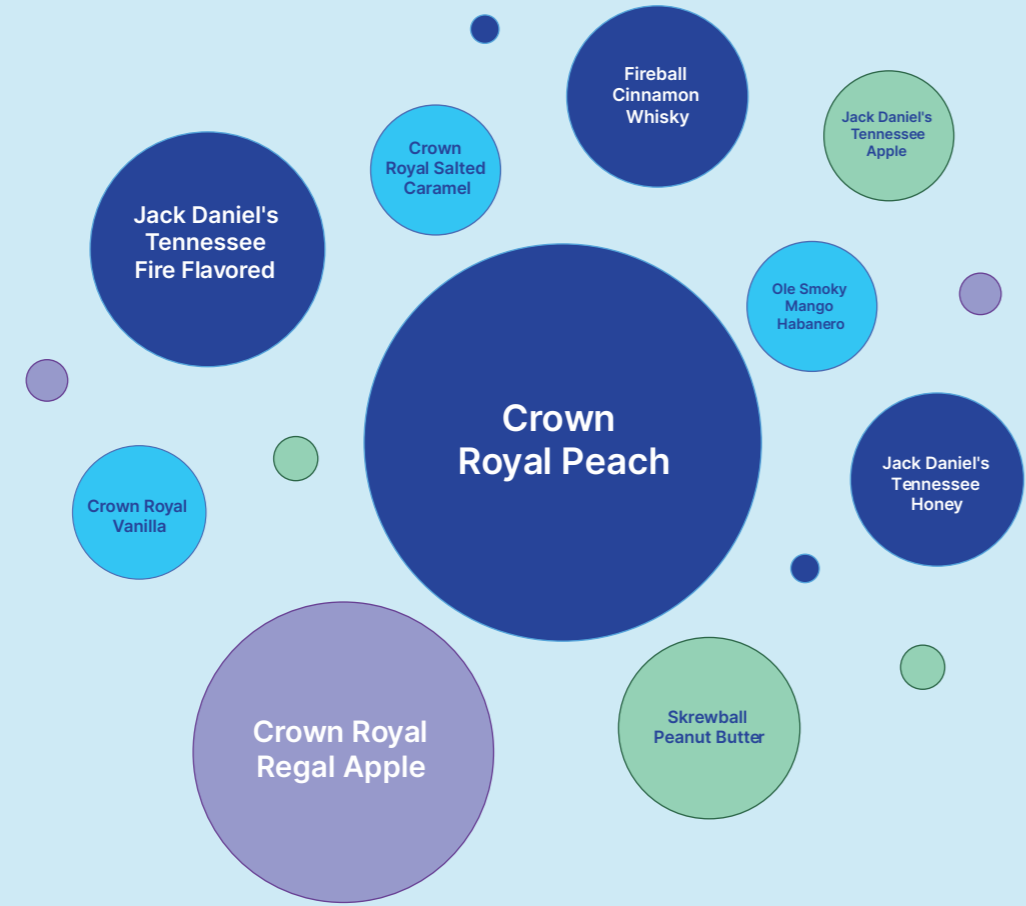
While on the topic of flavors, spirits are also getting in on the action. As previously mentioned, peach-flavored RTDs grew quite nicely this summer. It turns out that on-premise consumer's disposition for peach-flavored spirits has permeated the flavored whiskey and vodka categories.

Flavored whiskey's share of spirits grew by 20 basis points from June through August and has grown throughout the past year. However, flavored vodka is losing share to a slew of categories by -1.5% points when compared to the same period last year. At the same time, flavored vodka is gaining share within the vodka category. In other words, regular vodka is losing share to flavored vodka.



### Flavored Whiskey

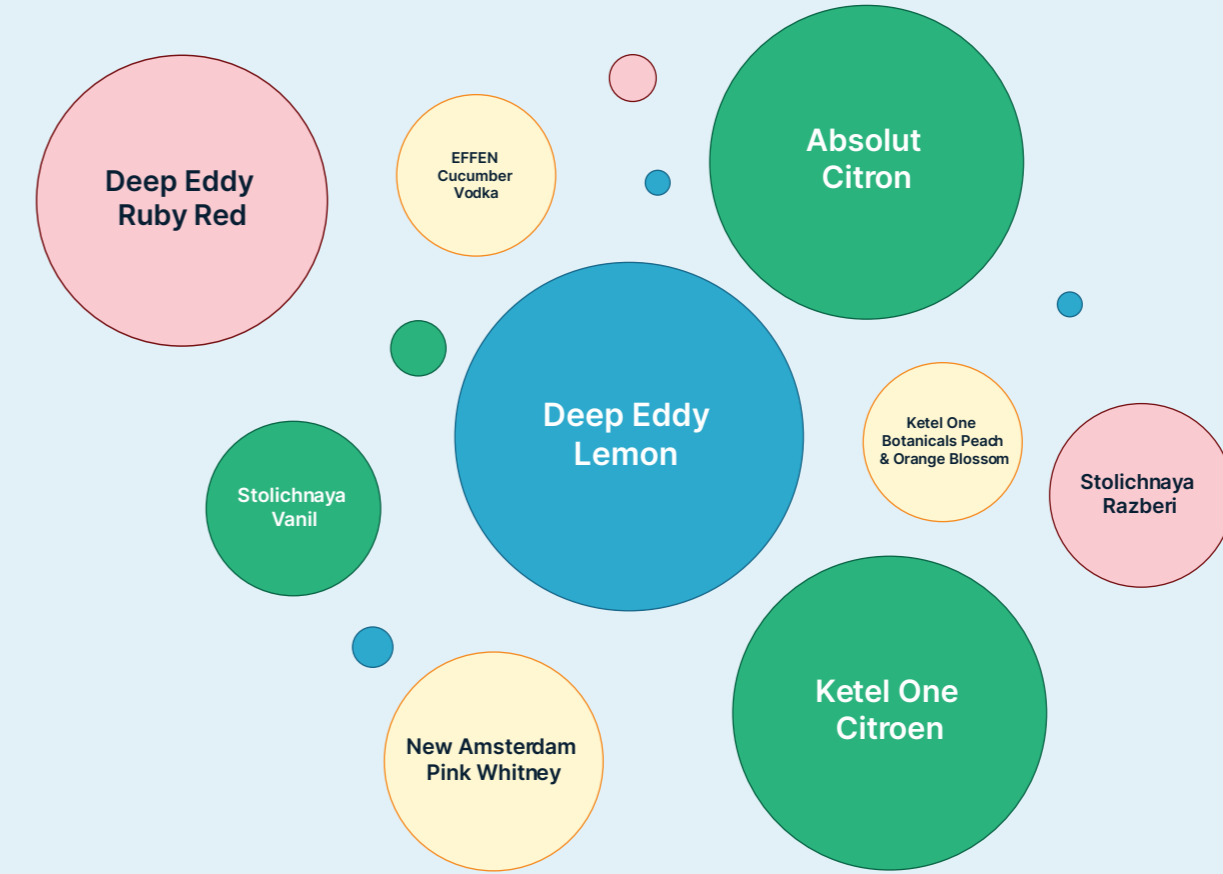
Peach-flavored whiskey made some noise with brands like Crown Royal Peach accelerating to become the top-selling flavored whiskey from June through August. In addition, cinnamon-flavored whiskey performed well during the same time period but its change in share when compared to last year indicates the flavor could be losing steam.



Scale represents dollar sales

### Flavored Vodka

Looking to flavored vodka, we observed accelerating sales trends for the peach-flavored subset of flavored vodka. In addition, grapefruit-inspired vodkas (particularly Deep Eddy and New Amsterdam) performed well throughout the entire summer. However, Ketel One is climbing the charts after introducing its Botanicals Peach and Orange Blossom flavors growing 1.1% points in share on a 3-month basis.



Scale represents dollar sales



# SPIRITS ARE HIGH AND BEER ISN'T DONE YET

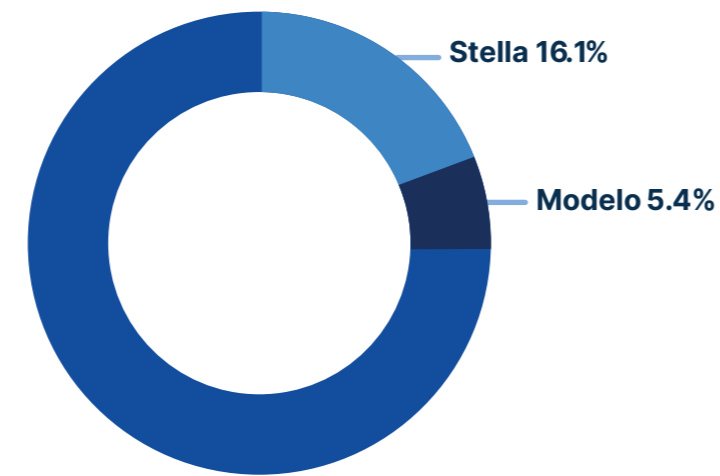
At this point, we've gone deep into a couple of the key granular insights from the past 3-months.

On a 3-month basis through August, as compared to the same period last year, we find that spirits gained 2.1% points in share, stealing 1.2% points from beer and 0.9% points from wine. Most of this share shift is driven heavily by whiskey, bourbon and tequila. We certainly cannot discount cognac, which has realized tremendous growth throughout the past year.

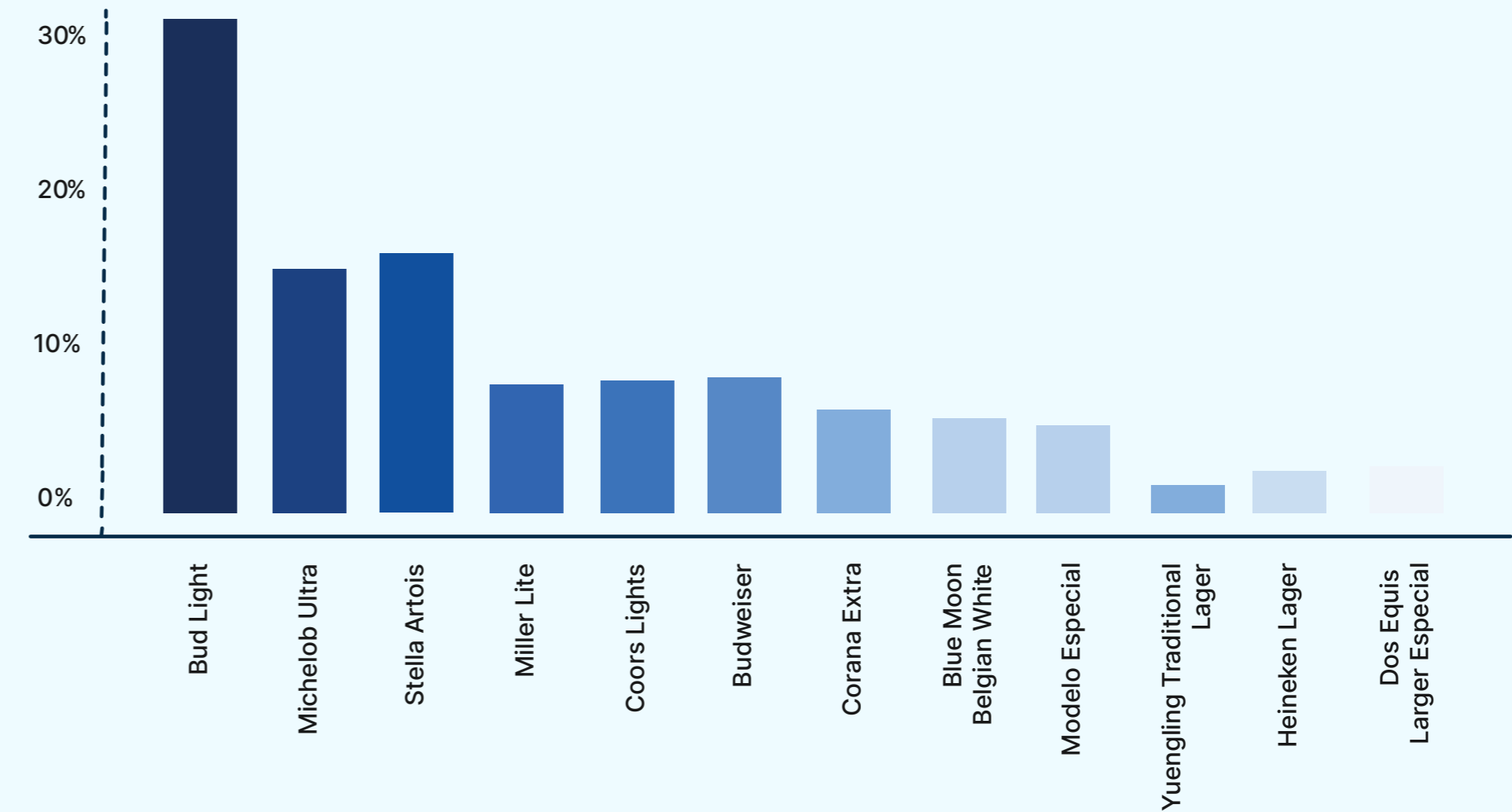
While spirits are performing incredibly well, and continue to realize share gains as the on-premise shifts spending habits away from beer and wine, we should also acknowledge that there are subsets of the beer and wine categories that performed very well this summer.

Specifically, Champagne has performed well, realizing a 1% point increase in share versus the same period last year. Meanwhile, IPA's appear to be losing share to light lagers and Mexican beers, particularly imports such as Modelo Especial and Stella Artois.

3-Mth Growth Contribution through August 2021



3-Mth Growth Contribution through August 2021





## UNTIL NEXT TIME

---

That's all we've got for this edition of the Provi Pulse Quarterly Review. Want to stay in the loop? Subscribe to our Provi Pulse Newsletter by visiting [provi.com](http://provi.com) and keep an eye on our Facebook, LinkedIn and Twitter pages as we keep you up to date with fresh data!

Let us know and subscribe for updates by visiting [provi.com/provipulse](http://provi.com/provipulse).

Cheers!



[www.provi.com](http://www.provi.com)

