

Premixed Smirnoff Vodka and Cola: Propelling Premix Spirits into the Mainstream

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Abstracts

Introduction

Although the UK RTD (ready to drink) sector is in long-term decline, Diageo has been innovating with a new range of canned premixed ready to drink spirit and mixer serves.

Features and benefits

The case study series highlights innovation in global consumer markets.

This case study highlights strategic strengths and examines the extent to which it meets the needs of consumers and the competitive environment.

Highlights

Convenience is not as big a consumer pull in alcohol as in other, non alcoholic beverages where ready to drink formats are standard. Having originally helped to mainstream the RTD segment with its Smirnoff Ice brand, Diageo is now leading the emerging premixed ready to drink spirits sub-segment in the UK.

Your key questions answered

Stimulate ideation and invigorate brands by learning from industry leading examples with supporting consumer, product and market insight data.

Enhance your market positioning and concept development efforts, reducing risk for new product launches and increase chances of success.

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