



Feature: Halloween and Bonfire Night

Publication: Wholesale News

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Overview and trends

“Bonfire Night and Halloween are events that are often celebrated by groups of friends and families at home, many of whom choose to host parties.

“Both naturally lend themselves to a family audience, and with one in five adults now choosing not to consume alcohol¹, it’s clear that soft drinks provide a major opportunity for independent retailers to increase their sales during the party season.

“Soft drinks play an important part in bonfire night and Halloween parties as groups of friends and families look to stay hydrated and treat themselves whilst having fun. Sharing formats like 1.75L PET bottles and multipack cans are the obvious choice for consumers for these occasion, so ensuring shelves are stocked up can help retailers make the most of the opportunity.

“Offering a wide choice of drinks is important so there’s something to meet every consumer need, and keeping stocks high is the ideal way to encourage consumers to make an impulse purchase. With consumers becoming increasingly health conscious, it’s also advisable to offer a wide selection of low and zero calorie options.”

Merchandising advice:

“Bonfire night and, in particular, Halloween offer no shortage of different ways for retailers to bring their stores to life by creating eye-catching themed displays surrounding the event. Retailers should consider using costumes and props to highlight best-selling products, and to inspire consumers to stock up ahead of their event.

¹ Office of National Statistics: <http://www.ons.gov.uk/ons/rel/ghs/opinions-and-lifestyle-survey/adult-drinking-habits-in-great-britain--2013/stb-drinking-2013.html>

“There’s also a huge opportunity for cross merchandising soft drinks with popular party foods, as well as costumes for Halloween, and bonfire night essentials like hats and gloves, increasing the convenience for the shopper, whilst also helping retailers to grow their sales.

“Providing a range of soft drinks in 4x330ml multipacks and a choice of larger, sharing formats of colas and flavoured carbonates ensures there is something for everyone to enjoy. Where possible, these larger formats should be stored in the chiller, enabling those planning spontaneous parties to consume their drinks shortly after they’re purchased.

“Meanwhile, stocking adult soft drink products, such as Appletiser, gives shoppers a chance to trade up to a more premium soft drink, while mixers from brands like Schweppes are also essential, and growing in popularity whether served with or without alcohol.”

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“Stocking brand new products is the ideal way for retailers to achieve incremental soft drinks growth, as they look to try the latest products on the market. Much of the innovation within the category at present is focused on low or zero calorie drinks, and with consumers being increasingly more health-conscious, this can lead to increased sales for retailers.”

Coca-Cola Zero Sugar

“We recently announced the next step in our strategy to help people reduce their sugar intake with a new and improved sugar-free Coca-Cola which will be released this summer.

“Coca-Cola Zero Sugar will replace Coca-Cola Zero, and tastes even more like original Coca-Cola, but without sugar. Sales of the drink will be supported by a £10 million marketing campaign, designed to get more people to choose no sugar.

“The new drink is backed by our biggest marketing investment in a new product launch for a decade and will feature TV, out of home, digital advertising and experiential. The multi-million pound marketing campaign will encourage consumers to try the new and improved Coca-Cola Zero Sugar by highlighting that it ‘tastes more like Coke and looks more like Coke’ than the original Coca-Cola Zero.

“This move is a deliberate attempt to change the mix of our portfolio between sugar and no sugar drinks, and is the latest action to result from our £30million investment (2012-2017) in reformulation and new product development.

“The new name will make it even clearer to consumers that the drink is sugar-free. This decision was informed by consumer research conducted last year, which showed that five in ten people did not know Coca-Cola Zero contained no sugar.

“In addition to the new recipe and taste, Coca-Cola Zero Sugar will have a new look in-line with our ‘One Brand’ marketing strategy. The new design incorporates the Coca-Cola red disc, which has become a signature element of the brand. By extending it to Coca-Cola Zero Sugar, the new pack is designed to encourage people who love the taste of original Coca-Cola to give the new zero sugar version a try.”

Must-stocks

“A Halloween or bonfire night party means shoppers will want to have a variety of options to offer friends and family depending on preferences. Retailers should look to stock sharing packs in a variety of options, whilst offering diet or lighter variants of their best-selling drinks where possible.”

Coca-Cola

“Cola remains the biggest seller in soft drinks, and Coca-Cola’s portfolio retains its position as the number one brand.²

“Last year, in response to this need we unified the Coca-Cola portfolio of products – including Coca-Cola, Diet Coke, Coca-Cola Zero Sugar and Coca-Cola Life – under a new “one brand” strategy to promote the full choice of Coca-Cola variants.

“This approach has been designed to help people to make informed decisions, whilst enabling retailers to make the most of their soft drinks sales. For a night in, stocking both lower and no sugar options, as well as different flavour variants means consumers have a range of options to choose from.

Schweppes

“Dating back to 1783, the Schweppes brand offers a provenance that appeals to consumers, and is regularly voted as the best tasting classic mixer on the market by consumers and expert panels alike, most recent being The Times in August 2015.

“The brand features a wide selection of variants, ranging from Schweppes Indian Tonic Water to Schweppes Canada Dry Ginger Ale and Schweppes Bitter Lemon, as well as

² Nielsen MAT w.e 26.03.16

Schweppes Lemonade, with a range of Slimline products for those looking to reduce consumption of sugar.

“To support our customer’s sales, we have recently announced a revamp of Schweppes’ pack design, with a bold, effervescent new look to showcase its premium credentials to adult consumers.

“From April, Schweppes 1litre mixers will be available to retailers with striking new black labels which demonstrate the brand’s long-standing heritage as the ‘creator of bubbles since 1783’. The new design is also peppered with adult wit and humour to appeal to target 30+ consumers.

“The move is the first in a series of investments planned for the Schweppes brand in 2016, which promises to be the brand’s biggest campaign in 20 years.”

Schweppes Sparkling Juice Drinks

“Our focus on the Schweppes brand continues with our line of Schweppes Sparkling Juice Drinks, which have been introduced to help retailers further benefit from the increased popularity of adult soft drinks.

“With variants including Grapefruit & Blood Orange, Orange & Cranberry and Lemon & Elderflower, the range has been designed to offer a selection of sophisticated options, and also appeal to the increased demand for lighter drinks with just 20kcal per 100ml – the lowest calorie count within the adult special sector.

“Available in 750ml bottles, the Schweppes Sparkling Juice Drinks range has an RRP of £2.”

Appletiser

“The iconic green Appletiser bottles are a good choice for retailers looking to attract impulse buyers and those looking for a premium soft drink. The sparkling 100% fruit juice brand is available in Apple and Apple & Pomegranate variants.

“Not only does Appletiser meet the demand for provenance but also offers consumers a luxury option to give their night in an extra-feel good factor.”

Energy drinks

“With parties continuing long into the night, energy drinks are likely to be popular as people look to enjoy Halloween or Bonfire Night celebrations.

“Ghouls and monsters are obviously a big part of any Halloween party, and retailers can give a light-hearted nod to this by offering Monster Energy as part of its drinks offer during celebrations.

“With demand for healthier drinks on the increase, we launched three new zero sugar Monster Energy Ultra variants last year. Boasting a light sparkling citrus flavour, the Monster Energy Ultra White variant leads the line-up, and is joined by Ultra Sunrise, which brings a citrus and orange twist with a sophisticated dry flavour. The Ultra family is completed with Ultra Red, which combines the killer Monster Energy blend with a drink that’s refreshing, light and crisp, all with the added benefit of having zero sugar and calories.

“To further support retailers’ sales, Monster Energy Ultra White is now available in a new £1.19 PMP 500ml can, and for consumers looking for a can that can be re-sealed on the go, we introduced a 553ml can with a resealable cap in Mega Monster last year.

“Relentless is benefiting from significant investment in 2016, with the launch of a bold new pack design, together with an additional Passion Punch variant, as part of a focus on further differentiating the brand amid a crowded market place.

“The new look Relentless packs have been designed to be instantly recognisable, with refreshed branding across its portfolio of six flavours to create one stand out block on a shelf. It will be appearing in store in April, with £1 price mark packs available across the single can range.”

Capri-Sun

“A Halloween or Bonfire Night party is often an occasion for all the family, and our Capri-Sun No Added Sugar range meets consumer demand for increased choice.

“Sold in 10 x 200ml multipacks, the addition of this no calorie variant has helped to underline Capri-Sun’s status as the leading lunchbox juice drink brand³.”

³ AC Nielsen MAT Data to 26.03.16

“We also recently launched a new 330ml Mango Passionfruit variant to tap into consumer demand for new and exciting flavours. It comes complete with a modern new pack design, aimed at attracting more young adults to the brand, and will retail at 99p per single pack.”

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