

The Grocer

Focus On: Alcoholic Drinks by Daniel Woolfson

Publishing: 28 Nov
Advertising deadline: 13 Nov
Submissions deadline: 13 Nov

Supermarket booze aisles have been enjoying a sales bonanza. With pubs closed, we had to get our booze from somewhere, it seems. At the start of the pandemic, the government even classed off licences as ‘essential’ businesses. Now it’s cracking down with plans to require alcoholic drinks to carry labels communicating calorie content. With teetotaler numbers rising, how hard will it hit the sector?

How have on-trade suppliers responded to Covid? : In other sectors, some suppliers to the hospitality sector have been successful in rerouting stock to grocery. Has this happened for brewers and other types of booze with shorter shelf lives? Why? Why not? Many craft brewers have opened up tap rooms in the carparks of the industrial estates where they brew beer. Is this the age of Covid’s answer to the pub?

How much will calorie labelling cost the industry? This feature will explore, in detail, the cost implications of calorie labelling for manufacturers of wine, beer, spirits, cider and other alcoholic drinks, versus the likely benefits.

Is the booze industry to blame for the obesity epidemic? Nearly two thirds of British adults are overweight and nearly a quarter regularly drink more than the recommended guidelines. How great is the link between Britain’s booze and weight problems?

The low and no alcohol movement: Booming sales of low and no alcohol drinks, the burgeoning trend for ‘functional wellness’ drinks containing everything from CBD to adaptogenic mushrooms, the many ‘quit-lit’ authors in the bestsellers lists, record numbers of teetotal teenagers... one thing’s clear: booze is falling out of fashion. Why? And will it ever be back in fashion?

Will calorie labelling actually work? What evidence is there to suggest it will? Where else in the world do alcoholic drinks carry calorie labels? When were they introduced and what impact did their introduction have on sales?

Kantar data beer: Using Kantar commentary, we explain the reasons behind the performance of this category.

Kantar data RTDs: Using Kantar commentary, we explain the reasons behind the performance of this category.

Kantar data cider: Using Kantar commentary, we explain the reasons behind the performance of this category.

Kantar data spirits: Using Kantar commentary, we explain the reasons behind the performance of this category.

Kantar data wine: Using Kantar commentary, we explain the reasons behind the performance of this category.

8 x innovations: we will profile four booze products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.