

# The Grocer

## THE DAIRYMEN 2023

**Focus On: Dairy Drinks**

By Vince Bamford [vjbamford@googlemail.com](mailto:vjbamford@googlemail.com)

For print, digital & sponsorship opportunities, contact [sam.dack@wrbm.com](mailto:sam.dack@wrbm.com)

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### Message in a bottle

Dairy drinks are an affordable alternative to milkshakes in ice cream parlours and iced lattes in coffee shops. On the flip side, they're not exactly an everyday essential. So, what are brands and retailers doing in terms of marketing, advertising and, indeed, innovation, to keep their wares in shopping baskets?

**Sales:** What's the overall look of category sales? Who's doing well, and what isn't? To what degree is affordable indulgence driving sales? What other factors are in play?

**Marketing & advertising:** The past year has seen some milkshake brands revamp their appearance, while at least one made its TV ad debut. Who else has been doing what in this area? What messages are they pushing? How much are they spending – and on what? And what types of shoppers are they targeting? How effective is such activity proving?

**Flavours:** Coffee's still the biggest player here – but vanilla's done all right, too. Volumes for strawberry and chocolate are way down. What's going on?

**Formats:** Which are in favour with shoppers – and why?

**Wild shakes:** Summer of 2023 the Grimace Shake trend on TikTok for a (supposedly deadly) purple shake. And the Oreo chocolate shake Baskin-Robbins went viral online for containing 2,600 calories. In the UK, Five Guys offers a pigs in blankets shake. What the heck's going on? Where else can wild shakes be found?

**Innovations:** We will profile four new/relaunched products, packs or ranges. We need launch date, rsp, and a hi-res picture of each.