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WONDERWORKS TREND REPORT  
**BATCHED COCKTAILS**

December 2018



## BATCHED COCKTAILS CONVENIENCE VERSUS CRAFT

### Shaking Up How We Drink

The revival of cocktail culture in the last decade has taken mixology to new heights. But the popularity of cocktails has also exposed challenges with wait time and varying consistency.

These factors have driven innovation and led to increased use of 'batching'. Put simply, this is the idea that mixed drinks should be prepared in advance to save time and allow bartenders to spend more time with their guests.

In this report, we look at three different batched cocktail formats that are changing the way how we drink.

### Bottled Cocktails

Bottled cocktails may sound like a modern innovation, but they are not. Jerry Thomas dedicated a whole chapter to bottled cocktails in his book, *How to Mix Drinks*, in 1862.

Bottled cocktails are becoming increasingly popular for at-home parties, but they are most helpful in out-of-home venues where having a fully stocked bar is simply not possible.

The format gained even more traction in 2018 when Beam Suntory partnered with On The Rocks to create a range of premium bottled cocktails. The beautifully designed bottles are now served as a touch of luxury by airlines and in the hotel mini-bars of chains such as Hilton and Four Seasons.



## Cocktail Mixer Packs

Not all cocktails take to bottling equally well. Some, like pina colodas or passion fruit martinis, work best made with fresh fruit.

Cocktail mixer packs help to address this by providing the necessary ingredients (apart from ice and sometimes the spirit) as purées or ready-mixed drinks in formats ranging from foil pouches to Tetrapaks.

Brands such as Funkin, Manchester Drinks and Köld have introduced popular cocktail recipes through cocktail mixer packs that make drink preparation faster and more consistent.



## Draft Cocktails on Tap

Draft cocktails, or cocktails on tap, is another example of batching. 'Taptails' come in kegs and are dispensed from a tap, just like draft beer.

The format allows drinks to be poured very quickly with minimal preparation and waste. Super premium venues such as the Duck & Waffle Local, based in Heron Tower in the heart of London, have embraced taptails to speed up service and make the most of their prime location.

“The format allows drinks to be poured quickly with minimal amount of waste.”



## DID YOU KNOW?

- Drinks in the **Ready To Drink (RTD)** category are generally understood to be those made by combining a spirit – eg vodka or gin – with a mixer like soda water or tonic. **RTDs** are typically sold in metal cans with an **ABV below 5%**.
- A lot of innovation is taking place in this space but challenges with perception remain. The low price point attracts younger audiences, and the category is still associated with binge drinking from its earlier alco-pop days.

## MOMENTS OF WONDER

Wonderworks' edit of notable brands in the batched cocktail space.

### Bottled Cocktails

Bottled cocktails are the most consumer-friendly choice since they don't require any cocktail-making skills whatsoever. Simply pour over ice and enjoy!



IN THE NEWS....

Mr Lyan Bottled Cocktails

The Everleigh Bottling Co.

On the Rocks Bottled Cocktails

### Cocktail Mixer Packs

Cocktail mixer packs come in various formats. They help both professional bartenders and casual at-home cocktail lovers to prepare recipes that normally rely on fresh fruit. They require a bit more preparation as alcohol is typically not part of the mix.



IN THE NEWS....

Funkin Cocktails

Manchester Drinks Co

KÖLD Frozen Cocktails

### Draft Cocktails

Draft cocktails offer a convenient and cost-effective cocktail solution for bars and restaurants. While they may seem less premium than hand-crafted alternatives, progressive bars have managed to create truly exquisite serves.



IN THE NEWS....

Funkin Puts UK's Top Cocktails on TAP

KegWorks Cocktails on Tap

Yours Sincerely Cocktail Laboratory



## WE WONDER

*Wonderworks' opinion*

### How Will Batched Cocktails Change the Drinks Industry?

Global macro trends such as Convenience and Environmental Consciousness support the growth of batched cocktail solutions.

- As our lives get busier, consumers demand high quality cocktails delivered quickly with minimal fuss, no matter where they are
- Batched cocktails are seen as less wasteful – good news for the growing number of environmentally-conscious consumers.

These are some of the key factors that make us think batched cocktails will continue to thrive and play a bigger role in the drinks industry.

We expect that the biggest change may come to fast and casual dining outlets. Batched cocktails may make cocktail drinking much more common as more on trade venues tap into their potential.

### How Should Marketers Respond?

Makers of spirits, juices and even soft drinks should consider opportunities in the batched cocktail space:

- As consumption at home grows, consumers would clearly benefit from cocktail solutions that take away the complexity
- Batched cocktails have the biggest potential in the on trade – exploring batched cocktail solutions as part of your on trade drinks' strategy should be considered.

The key for any brand entering this space will be finding formats that deliver convenience without compromising quality. Batched cocktails might be easier to prepare but consumers still expect a premium experience.

*If you would like to discuss the opportunities explored in this trend report further, please email [hello@wearewonderworks.com](mailto:hello@wearewonderworks.com)*



## WE WONDER

### What do People in the Drinks Industry Think?

**Simon Leno, Senior Trade Marketing Manager, Funkin Cocktails**

Why do trade venues choose batched cocktails?

“Batched cocktails offer clear benefits to bars and restaurants. The key reason is convenience, but flavour consistency is equally important. We can save the venue hours in drinks preparation time which adds up to a considerable advantage over time. Batched cocktails offer a complete solution, including more efficient waste management.”

What are some of the key trends within this category?

“We have started delivering our premium batched cocktails on tap. This solution is exciting because it allows almost any venue to start serving cocktails even without dedicated bar facilities. We can see music festivals and entertainment venues starting to offer draft cocktails, places where it was not an option before.”

What does the future hold for batched cocktails?

“This is a developing category and we feel optimistic about it. In the future we expect to see more seasonal recipes and even broader adoption of batched cocktail serves. Just like with regular cocktails, the success will come down to the final drink presentation which can elevate the serve and create a sophisticated drinks experience.”





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{ Specialists in premium drinks brands. }

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