Cannibals – why canned cocktails may kill hard seltzers.

October 1st, 2021
The research goals.

• Learn how canned cocktail buyers choose and purchase their drinks.

• Determine if canned cocktails are taking over the hard seltzer target market.

• Understand if COVID impacted the behaviors of canned cocktail drinkers.

Methodology overview.

• MFour used Surveys On The Go® to identify canned cocktail buyers leaving the store they purchased their drinks from.

• Then, a survey was sent to ask for feedback.

Sample.

• n=200.

• 18-45 years of age.

• Natural fallout on gender, ethnicity and other demos.

Time frame.

• 9/21 to 9/30, 2021.

Sample.

• n=200.

• 18-45 years of age.

• Natural fallout on gender, ethnicity and other demos.
Hard seltzer fans like canned cocktails – better.

Do you drink or consume hard seltzers?

- Yes 93%
- No 7%

Base: 191

Do you prefer canned cocktails to hard seltzer?

- Yes 77%
- No 23%

Base: 177
Canned cocktails are enjoyed weekly – with friends.

How often do you drink canned cocktails?

- Daily: 8%
- 2-3/day: 29%
- Weekly: 26%
- 2-3x/month: 20%
- Monthly+: 16%

Who do you drink canned cocktails with?

- Friends: 62%
- Family: 45%
- Alone: 19%
- Coworkers: 14%

Base: 191
These drinks are best in bulk + enjoyed at home.

Are you more likely to buy canned cocktails in bulk or single?

- Bulk: 69%
- Single: 31%

Where are you most often when you drink canned cocktails?

- Home: 71%
- Friend's house: 41%
- Family's house: 33%
- Party: 31%
- Restaurant: 20%
- Sports event: 11%

Base: 191
Canned cocktail use is up, replacing hard seltzers.

Are you drinking canned cocktails more or less than in the last 3 months?

- More: 42%
- Same: 45%
- Less: 13%

You said you’re drinking canned cocktails more, what did they replace for you?

- Hard seltzer: 28%
- Liquor: 28%
- Beer: 21%
- Mixed drinks: 16%
- Wine: 6%
While cocktails are preferred, seltzer is here to stay.

Why do you prefer canned cocktails to hard seltzers?

- Better flavor: 66%
- Stronger taste: 42%
- More alcohol: 40%
- More options: 33%

Are hard seltzers going away?

- Here to stay: 89%
- Going away: 11%

Base: 137
You’ll try a new brand, based on a recommendation.

Is this the canned cocktail brand you usually buy?

- Yes: 81%
- No: 19%

Why didn’t you choose your go-to brand today?

- Recommended: 22%
- Packaging: 17%
- Ad: 17%
- Sale: 14%
- To try it: 14%
- Not stocked: 14%
- Lower price: 8%

Base: 191
Base: 36
**BACARDI** is the best in price, flavor, size + variety.

For each attribute, please select the brand you feel delivers best.

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
<th>Flavor</th>
<th>Size</th>
<th>Variety</th>
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</thead>
<tbody>
<tr>
<td><strong>BACARDI</strong></td>
<td>29%</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
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<tr>
<td>Cutwater</td>
<td>17%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
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<tr>
<td>Jim Beam</td>
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<td>On the Rocks</td>
<td>14%</td>
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<td>Onda Sparkling Tequila</td>
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<tr>
<td>Jose Cuervo</td>
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<td>9%</td>
<td>11%</td>
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<td>Two Chicks Paloma</td>
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<td>7%</td>
<td>8%</td>
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</tbody>
</table>
BACARDI is chosen for its flavor + alcohol content.

Which brand of canned cocktail did you buy today?

Why?

- 64% say they chose this brand for the flavor.
- 43% chose this brand for the alcohol content.
- 40% buy this brand because of its price.
- 31% bought this brand because of good reviews.
BACARDI’s ads are leading to more sales.

Which brands have you seen ads for?

- BACARDI: 55%
- Jose Cuervo: 40%
- Jim Beam: 37%
- Onda Sparkling: 28%
- Cutwater: 22%
- On the Rocks: 19%
- Two Chicks: 11%

How’d the ad impact your purchase?

- Much more likely: 36%
- Somewhat more likely: 50%
- Somewhat less likely: 11%
- No impact on it: 2%

Base: 191

Base: 160
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.