

A photograph of two young women with long blonde hair sitting at a white table in a bright, modern setting. The woman on the right is wearing a straw hat and a white top, smiling and looking towards the other woman. The woman on the left is wearing a black top with a white polka-dot pattern and is looking back at her. Both are holding glasses of yellow drinks with black straws. The background shows a large window with a view of a city skyline.

# Cannibals – why canned cocktails may kill hard seltzers.

October 1<sup>st</sup>, 2021

## Time frame.

- 9/21 to 9/30, 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.

## Sample.

- n=200.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.

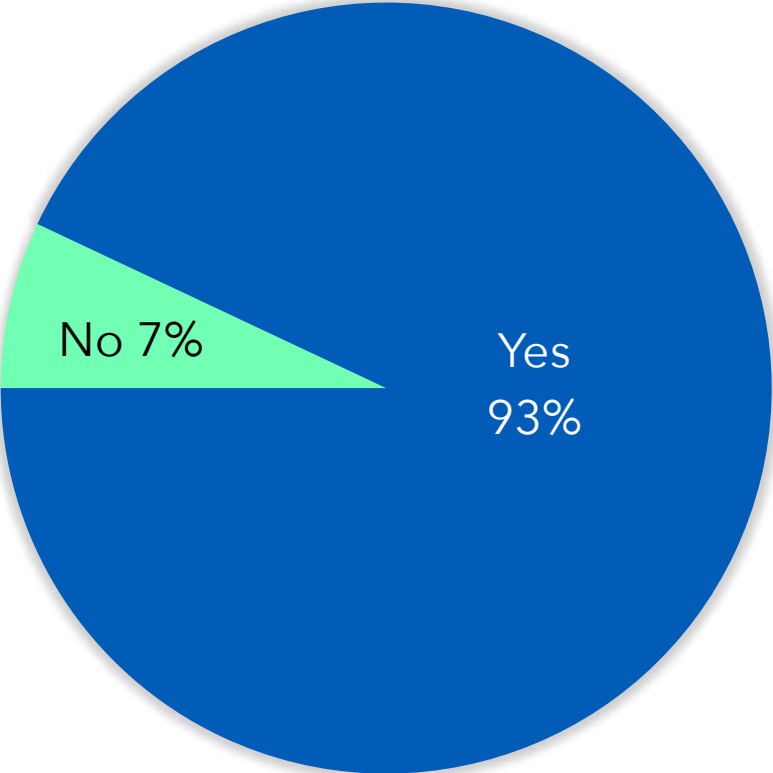
## Methodology overview.

- MFour used Surveys On The Go<sup>®</sup> to identify canned cocktail buyers leaving the store they purchased their drinks from.
- Then, a survey was sent to ask for feedback.

# Hard seltzer fans like canned cocktails – better.

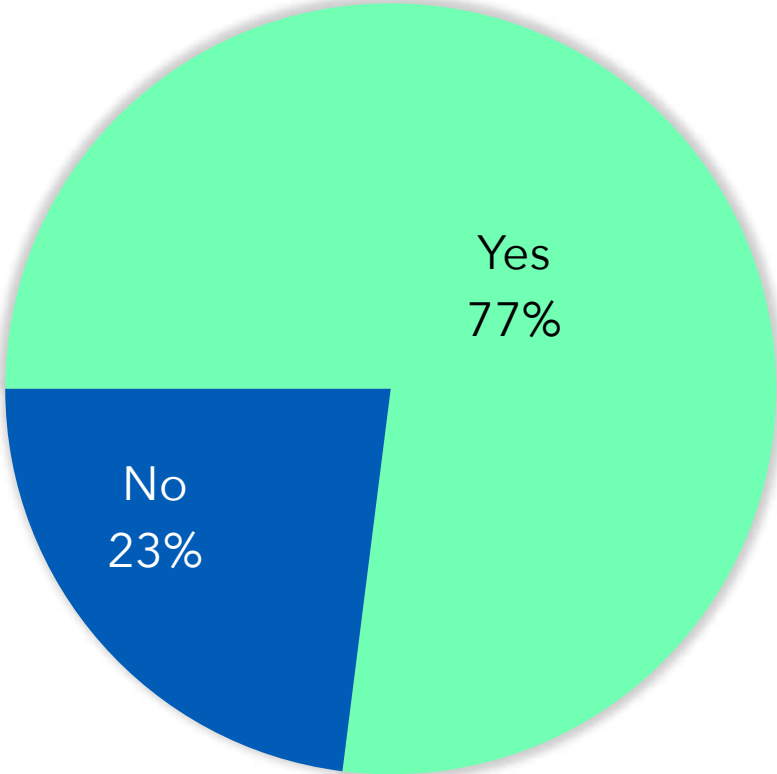


Do you drink or consume hard seltzers?



Base: 191

Do you prefer canned cocktails to hard seltzer?

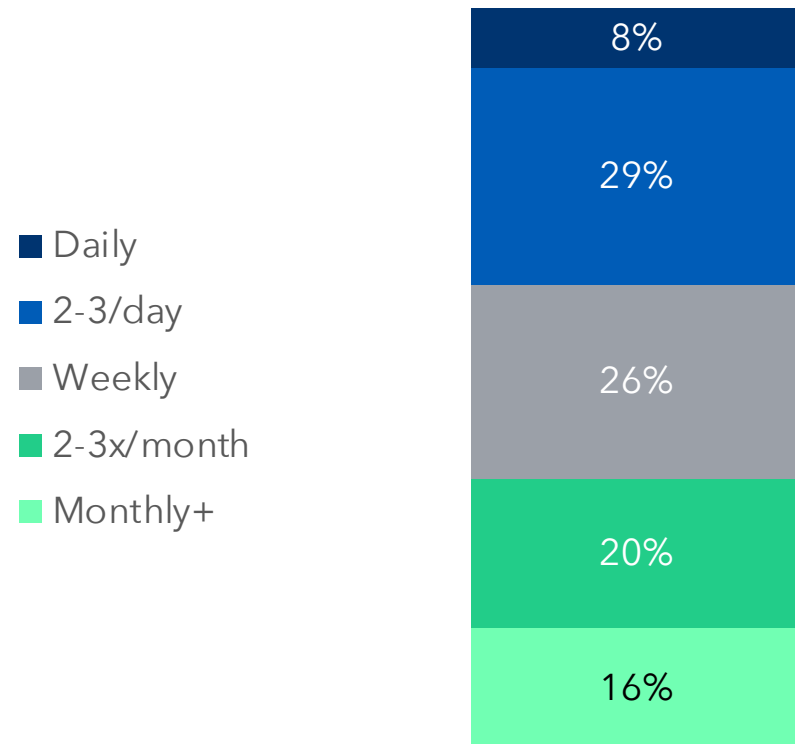


Base: 177

# Canned cocktails are enjoyed weekly – with friends.

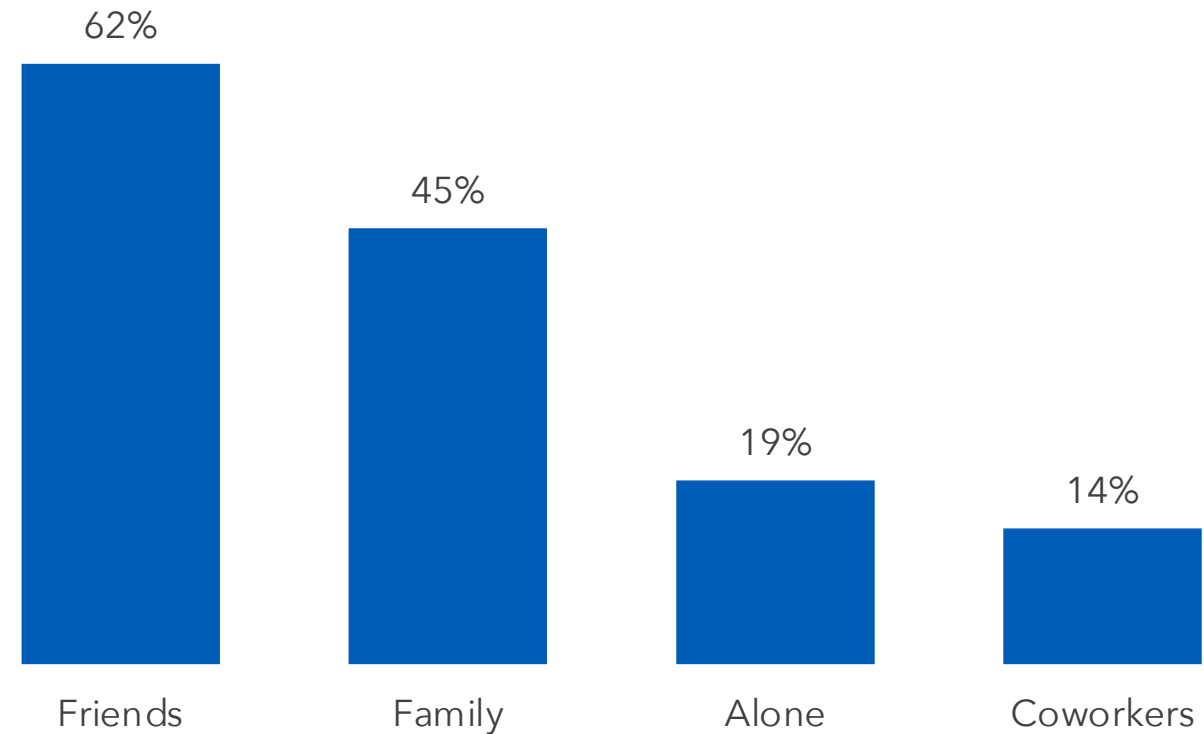


How often do you drink canned cocktails?



Base: 191

Who do you drink canned cocktails with?

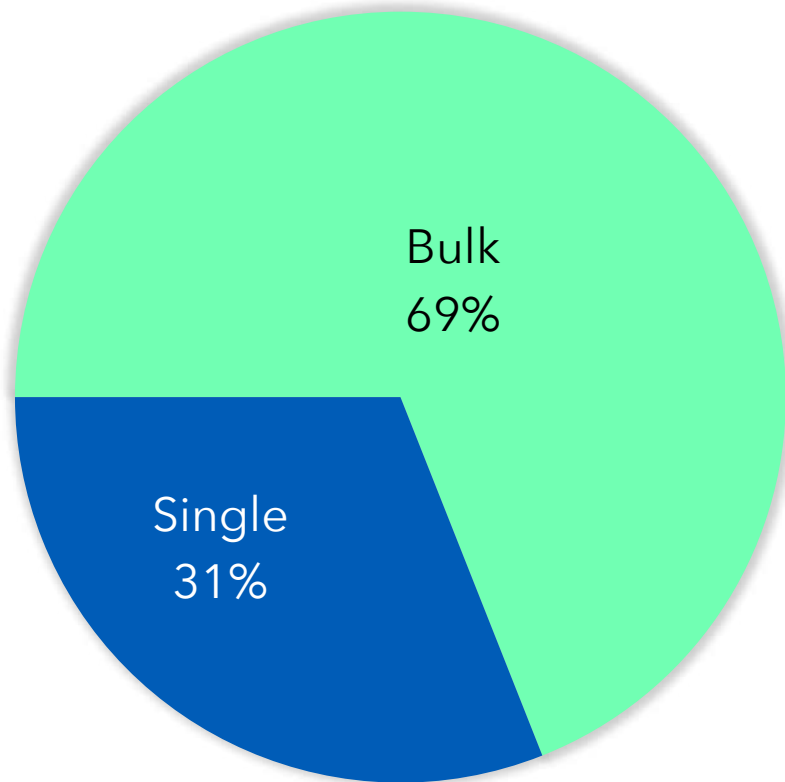


Base: 191

# These drinks are best in bulk + enjoyed at home.

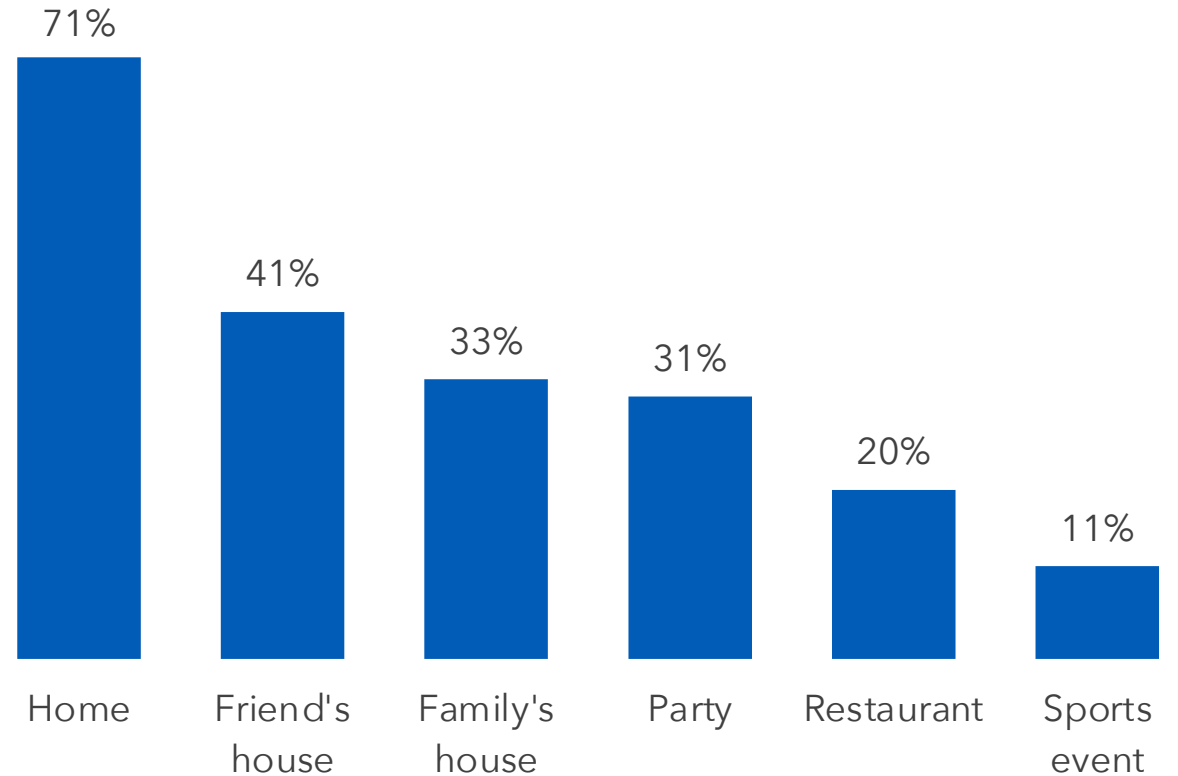


Are you more likely to buy canned cocktails in bulk or single?



Base: 191

Where are you most often when you drink canned cocktails?

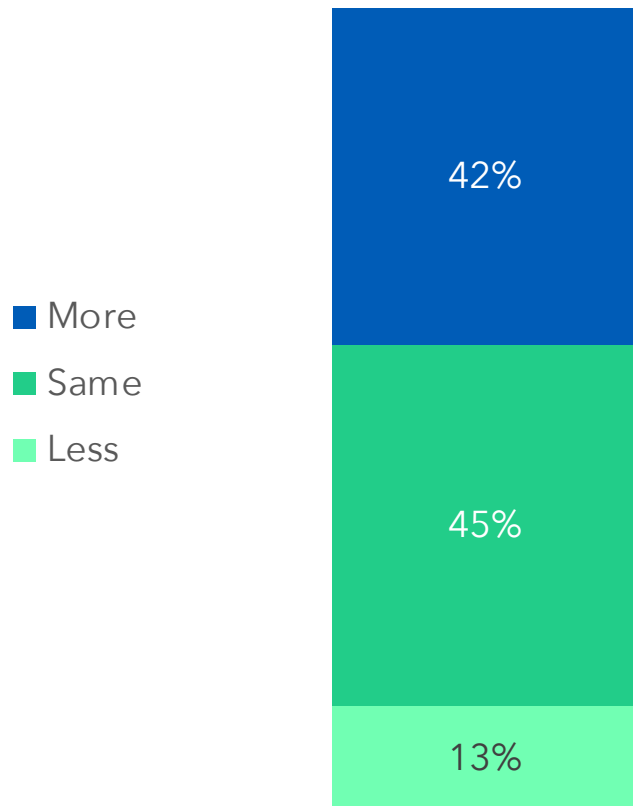


Base: 191

# Canned cocktail use is up, replacing hard seltzers.

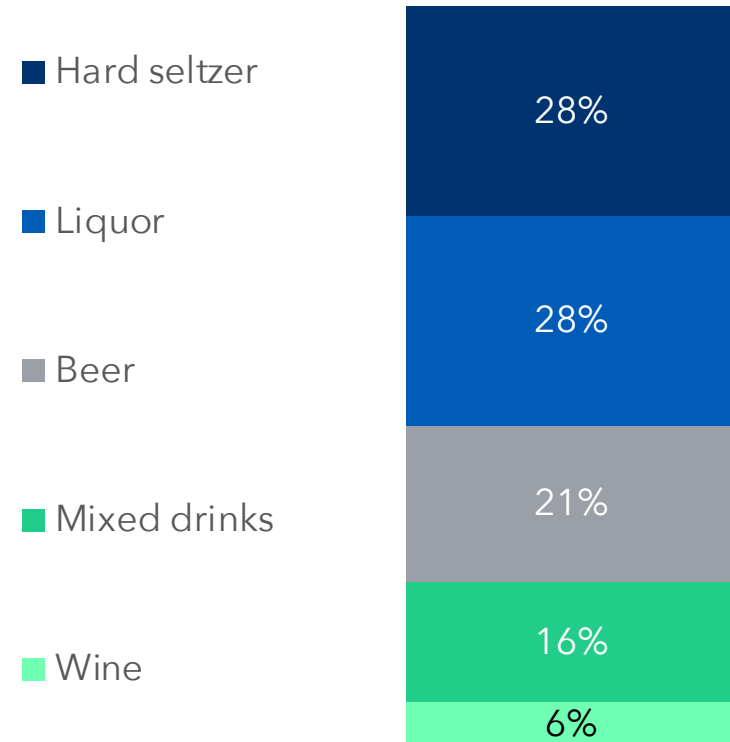


Are you drinking canned cocktails more or less than in the last 3 months?



Base: 191

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



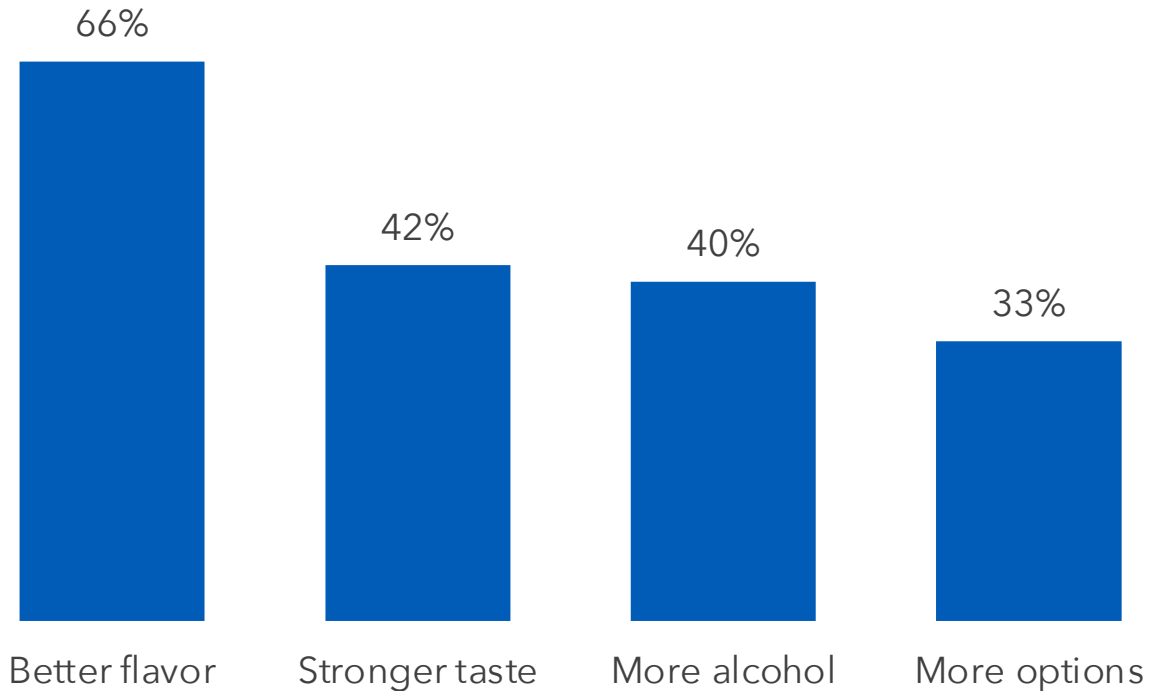
Base: 80

# While cocktails are preferred, seltzer is here to stay.

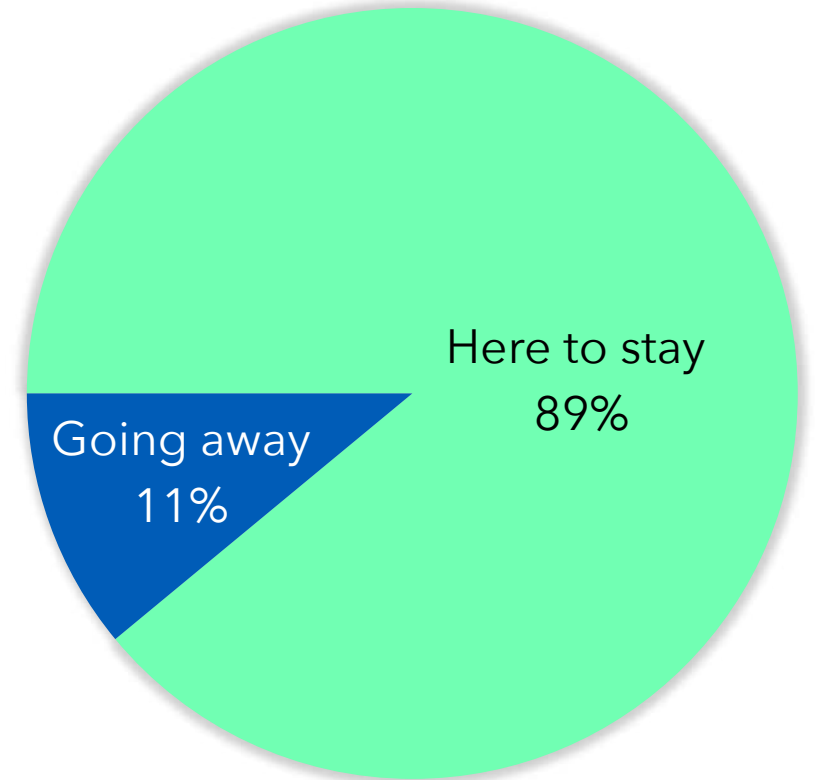


Why do you prefer canned cocktails to hard seltzers?

Are hard seltzers going away?



Base: 137



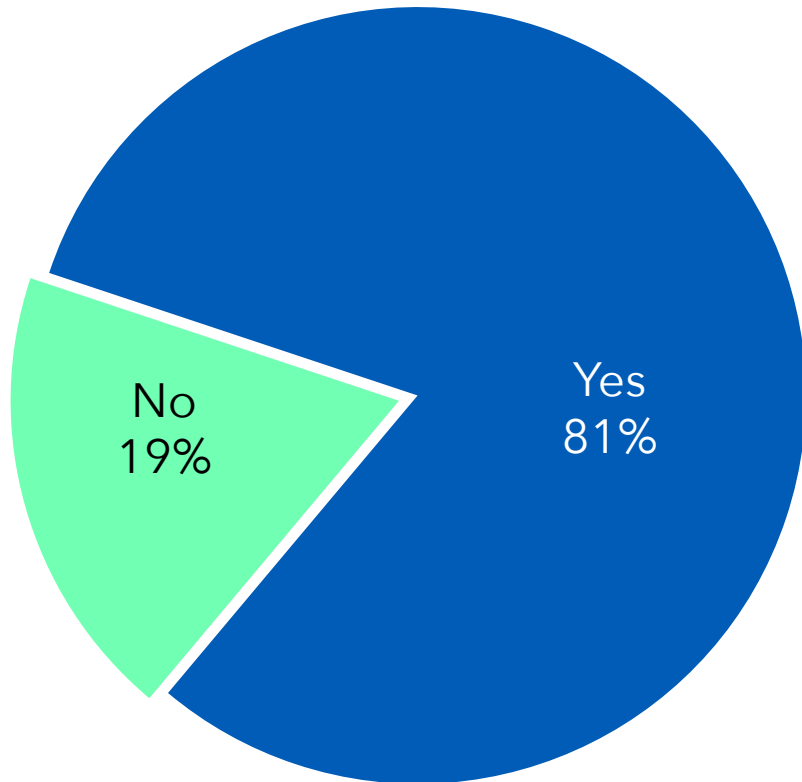
Base: 137

# You'll try a new brand, based on a recommendation.



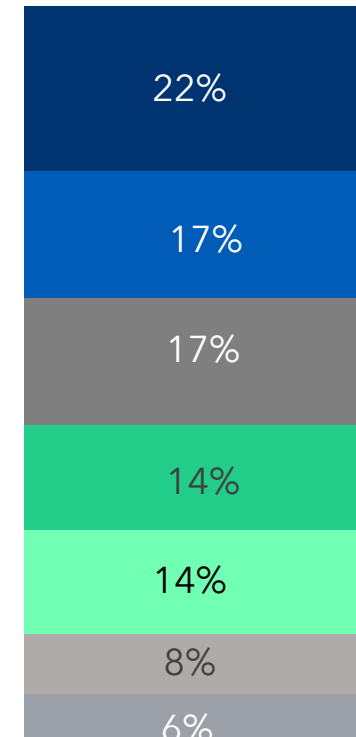
Is this the canned cocktail brand you usually buy?

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



Base: 191

- Recommended
- Packaging
- Ad
- Sale
- To try it
- Not stocked
- Lower price










Base: 36



# BACARDI is the best in price, flavor, size + variety.



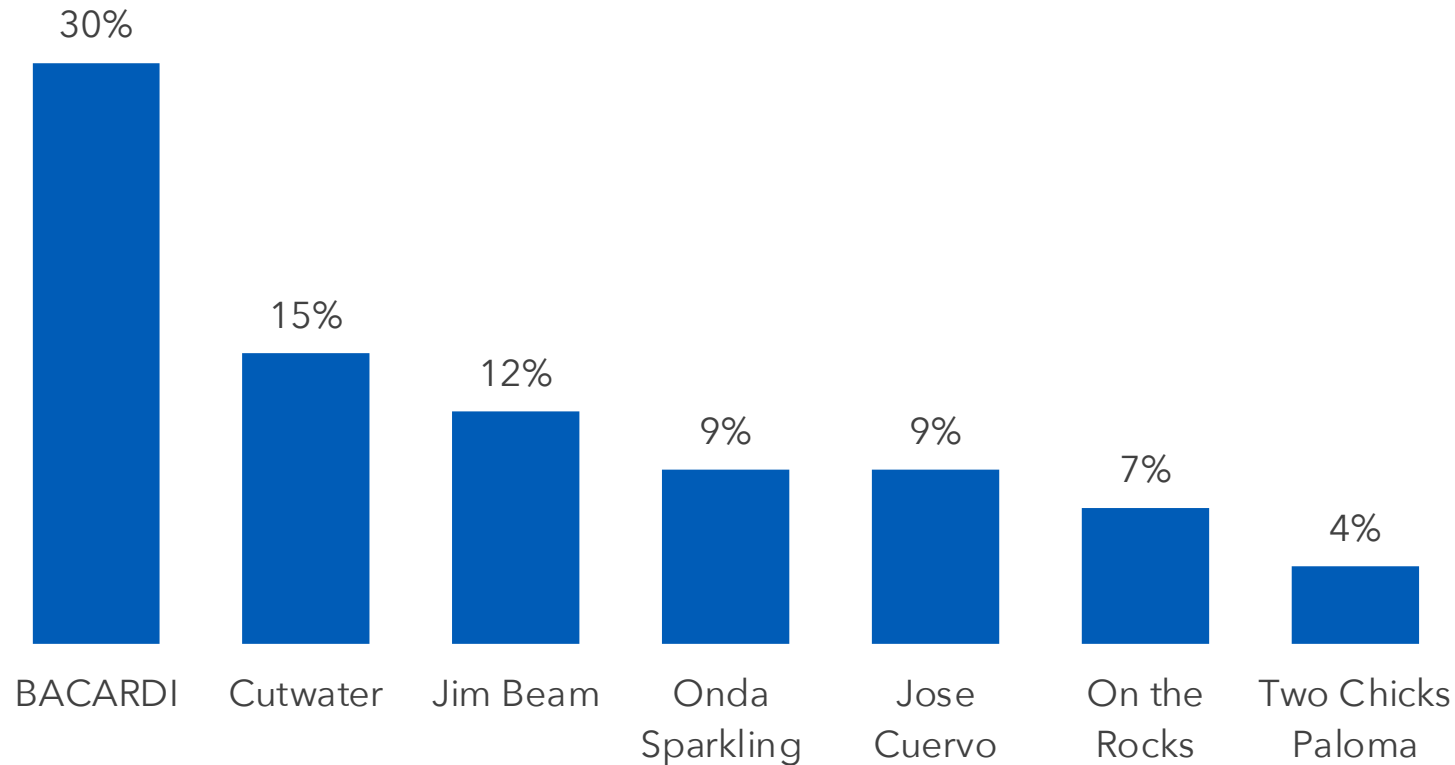
For each attribute, please select the brand you feel delivers best.

		Price	Flavor	Size	Variety
 BACARDI	BACARDI	<b>29%</b>	<b>39%</b>	<b>36%</b>	<b>36%</b>
 CUTWATER SPIRITS	Cutwater	17%	14%	12%	15%
 JIM BEAM	Jim Beam	17%	17%	20%	14%
 ON THE ROCKS	On the Rocks	14%	7%	7%	11%
 Onda	Onda Sparkling Tequila	8%	11%	8%	7%
 Jose Cuervo	Jose Cuervo	8%	7%	9%	11%
 Two Chicks	Two Chicks Paloma	7%	5%	7%	8%

# BACARDI is chosen for its flavor + alcohol content.



Which brand of canned cocktail did you buy today?



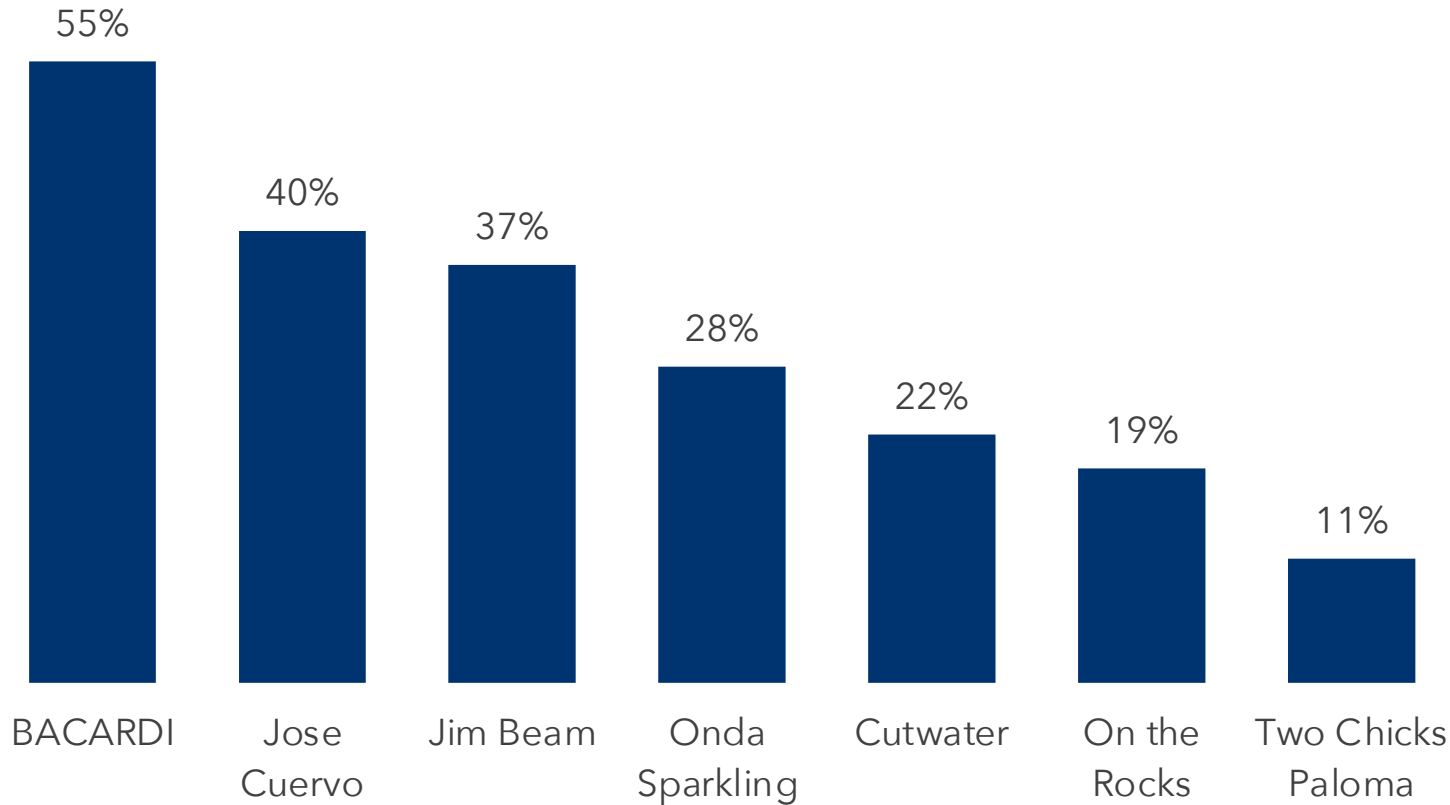
## Why?

- 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.



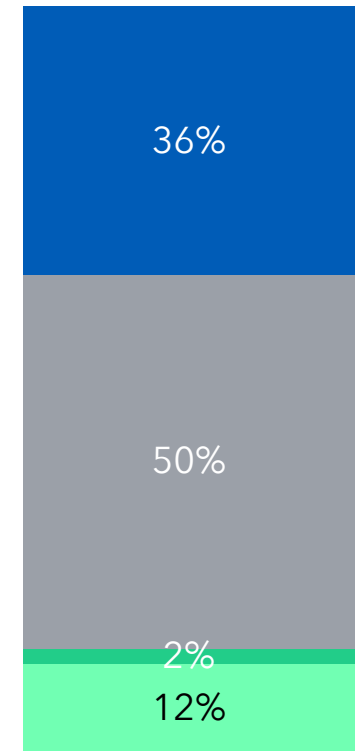
Which brands have you seen ads for?



Base: 191

How'd the ad impact your purchase?

- Much more likely
- Somewhat more likely
- Somewhat less likely
- No impact on it



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.



# Brick & Mortar.

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.**