



Spring & Summer Alcohol Trends

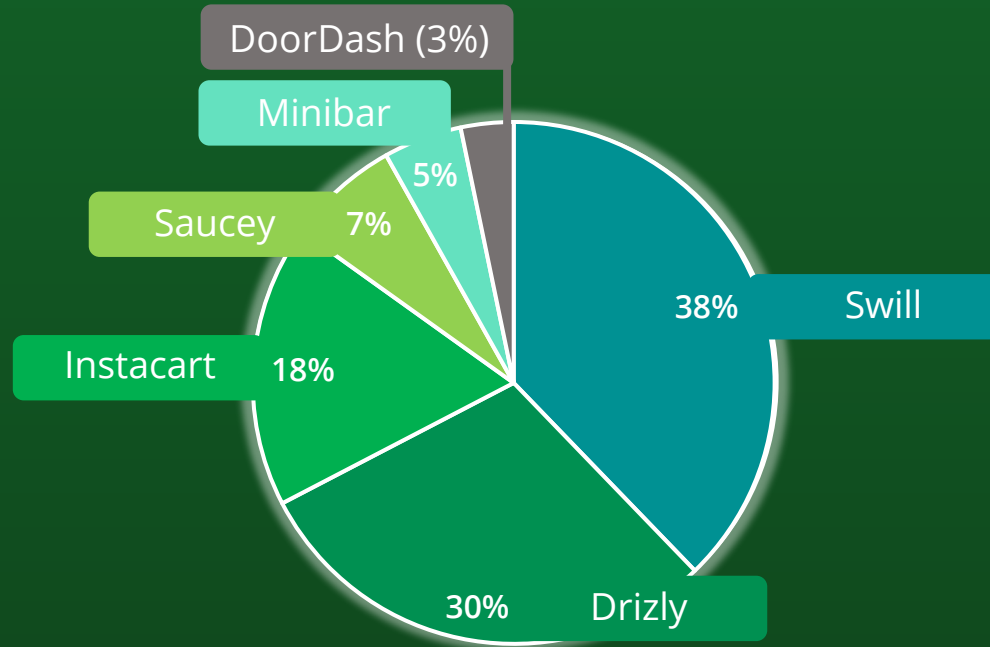
Geo: U.S.

Time Frame: March - May 2021

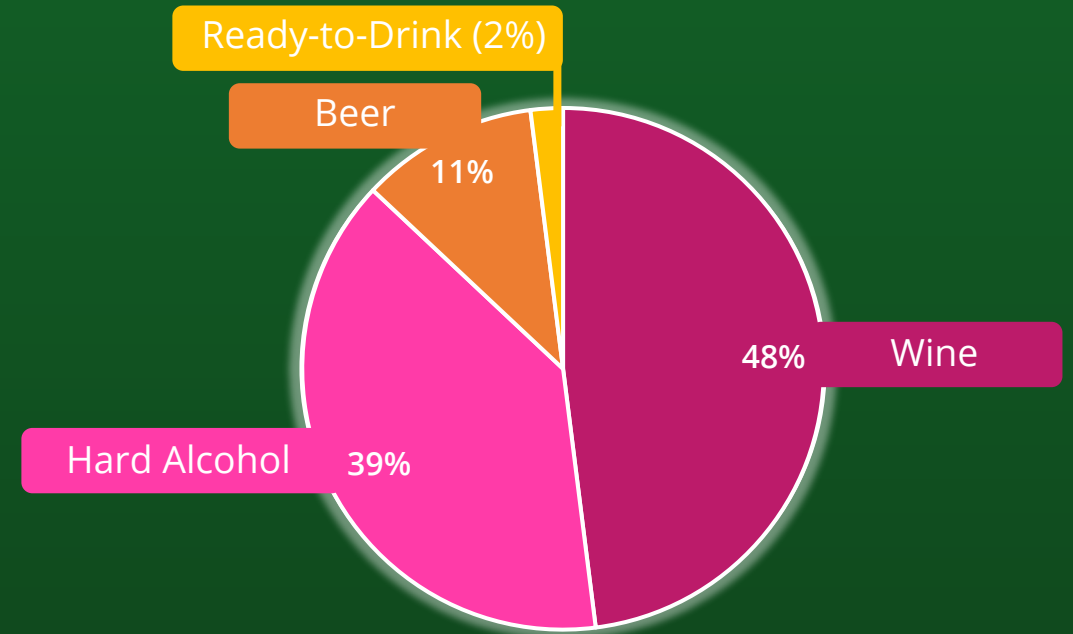
Alcohol Delivery Remains Strong in 2021

Online Engagement by an Alcohol Delivery Audience

Share of Alcohol Delivery Engagement (%):



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Alcohol delivery engagement is still up +24% compared to the pre-pandemic months of 2020, signaling the practice is here to stay. The higher shares of alcohol delivery engagement for top apps over grocery also indicates that ordering alcohol isn't always bucketed in with the weekly grocery list.



Engagement is measured by searches, clicks, and shares | Geo: U.S | Time frame: March - May 2021

Summer Indulgences Will Be Portable and Flavorful

Online Engagement by the ShareThis Audience

Average Month-Over-Month Change in Engagement (%)



+89%

Ready-to-Drink (RTD)

Bottled and canned alcoholic drinks that don't require additional ingredients including hard seltzers and prepared cocktails to go



+61%

Mezcal and Agave Nectar Flavors

Mezcal is a smoky spirit made from agave, the plant that is also responsible for tequila, and produces a sweetener similar in taste to honey



+28%

Mocktails and Low Alcohol Beverages

All the flavor of an alcoholic beverage, without any (or as much) alcohol



+17%

Premiumization

New launches are promoting exclusivity and superior quality



+11%

Boxed Wine

An efficient way to open a few bottles

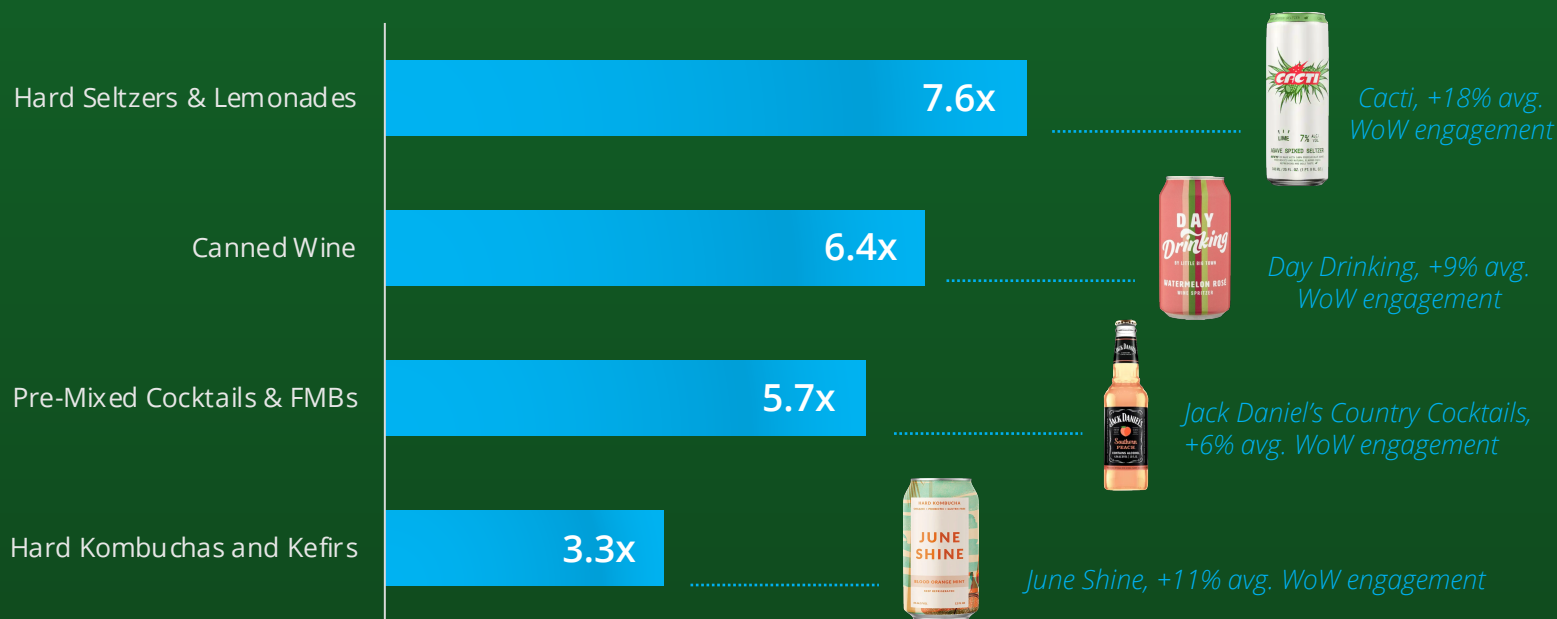


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The Ready-to-Drink Category is Seeing the Most Innovation

Online Engagement by a Ready-to-Drink Audience

Index of This Audience for Ready-to-Drink Beverages and Brands Creating Recent Buzz:



A new pandemic trend: bars and restaurants providing **cocktails-to-go**. ShareThis has seen an average week-over-week increase in engagement with cocktails-to-go of

+37%

by the RTD audience over the last several months.

RTD Audience Passion Points:

6.2x

Dating & Personals

4.2x

Soft Drinks

2.6x

Contest Awards & Prizes

2.1x

Cleansing & Detox



Online engagement is measured by searches, clicks, and shares | Geo: U.S | Time frame: March - May 2021 | Index Score (i.e., 6.2x) indicates how much more likely a user in this audience is to engage with a topic compared to the average ShareThis user

The Premiumization Trend Caters to the Adventurous

Online Engagement by an Audience of Luxury Alcohol Drinkers

Luxury Alcohol Audience Passion Points:

8.4x

Investment
Banking

7.7x

Party & Holiday
Supplies

5.6x

Vineyards &
Wine Tourism

5.3x

Luxury Goods

3.8x

Gourmet &
Specialty Foods

3.3x

Hotels

Top Searched Keywords:

Exclusive Selection

Inclusive Vacation Packages Tequila Tasting

Wine Tours International Brands Finest Cuisines

Top Shelf **Premium Liquor** **Luxury Spirits**

Resort Vacation **Fine Spirits** Special Order

House Premium Liquors **Resort Restaurants**

Expensive Wine

Those looking for premium alcohol products are adventurous in their hobbies as well as their tastebuds. This audience will be looking for exclusive and tasteful vacations this summer, with plenty of time for luxury alcoholic beverages along the way.



Online engagement is measured by searches, clicks, and shares | Geo: U.S | Time frame: March - May 2021 | Index Score (i.e., 8.4x) indicates how much more likely a user in this audience is to engage with a topic compared to the average ShareThis user

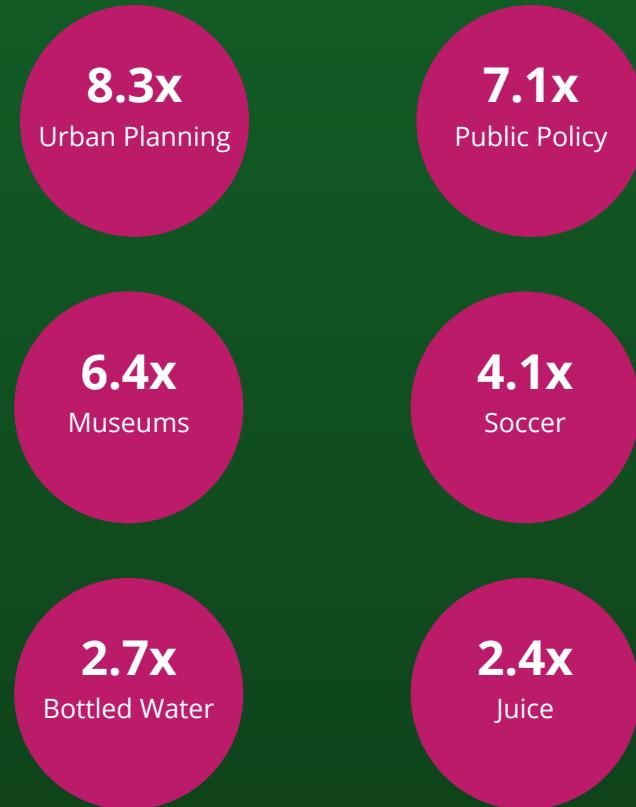
Hispanic Users Are Fans of the Classics

Online Engagement by a Hispanic Audience of Alcohol Drinkers

Share of Alcohol Engagement:



Hispanic Drinkers Audience Passion Points:



Online engagement is measured by searches, clicks, and shares | Geo: U.S | Time frame: March - May 2021 | Index Score (i.e., 8.3x) indicates how much more likely a user in this audience is to engage with a topic compared to the average ShareThis user

Key Takeaways & Predictions

Insights from ShareThis Auto Data



Alcohol delivery apps are here to stay, and delivery of alcohol is still up +24% versus pre-pandemic.



This summer's biggest alcoholic beverage trends will be from the ready-to-drink category as businesses continue to be creative with pandemic solutions.



Mezcal and agave as ingredients and flavors are having a moment.



Innovation by premiumization is being driven by adventurous drinkers looking for exclusivity.

Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

Relevant Categories

- Food & Drink > Beverages > Beer
- Food & Drink > Beverages > Juice
- Food & Drink > Beverages > Liquor
- Food & Drink > Beverages > Soft Drinks
- Food & Drink > Beverages > Wine
- Food & Drink > Food > Gourmet & Specialty Foods
- Online Communities > Dating & Personals
- Seasonal > Summer > Summer Parties
- Shopping > Luxury Goods
- The Changing Consumer > Delivery Services
- Travel > Specialty Travel > Vineyards & Wine Tourism

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as alcohol delivery, cocktails-to-go, ready-to-drink beverages, and more.



Thank You

