

FIVE
REASONS
WHY



LIFESTYLE DRINKS

1

BENEFIT FROM THE

GROWING TARGET GROUP



OF HEALTH
CONSCIOUS
PEOPLE WHO
WANT TO
HAVE FUN AND
STAY SOBER.

2



OFFER PEOPLE A

COCKTAIL FEELING

WITHOUT BOOZE

3

OFFER PEOPLE
MORE OCCASIONS
FOR

PLEASURE AND INDULGENCE



E.G. AT
WEEKDAY
EVENINGS.

4

SOBER FUN

THE NUMBER
OF PRODUCT
LAUNCHES IN
THE CATEGORY
MOCKTAILS
DOUBLED THE
LAST 2 YEARS
GLOBALLY.

SOURCE: MINTEL GNPD

5

INDULGE PEOPLE WITH

COMFORTABLE AND CONVENIENT DRINKS

LIFESTYLE
DRINKS ARE EASY
TO HANDLE – AT
HOME, PICNIC,
BARBECUE,
GARDENPARTY, ...



esarom
YOUR
PARTNER
IN TASTE.

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