

**Current trends indicate an increase of alcohol consumption in off-premise locations as consumers spend less at restaurant and bars.**

- ❖ Though on-premise locations have been the primary points to create excitement and build trial, consumer traffic is moving to the off-premise.
- ❖ Off-premise channels have limited shelf space and high levels of competition, challenging brands to maximize their exposure and capture consumers' attention.
- ❖ Brand-owners need to apply the experiences and excitement found in on-premise channels to convenience stores and liquor stores.

### Dimensions Driving On-Premise Consumption

#### Taste

Discovery & Trial  
Indulgence  
Ethnic Exploration  
Distinctive  
Environment

#### Occasions

Bonding  
Release  
Ritual  
Partying  
Celebrations

#### Visual Appeal

Warm Atmosphere  
Eye-catching fixtures &  
Iconography

#### Ease of Enjoyment

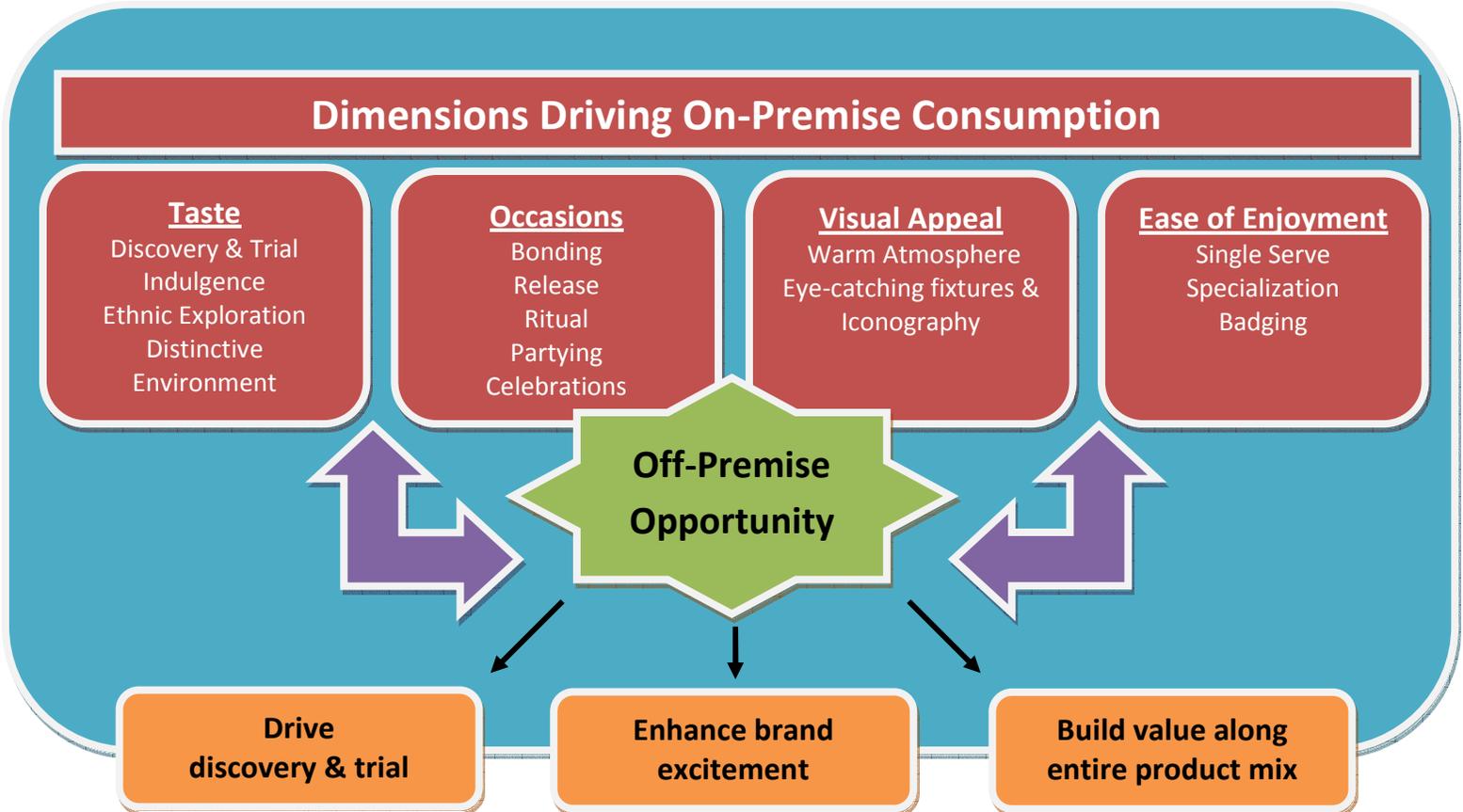
Single Serve  
Specialization  
Badging

**Off-Premise  
Opportunity**

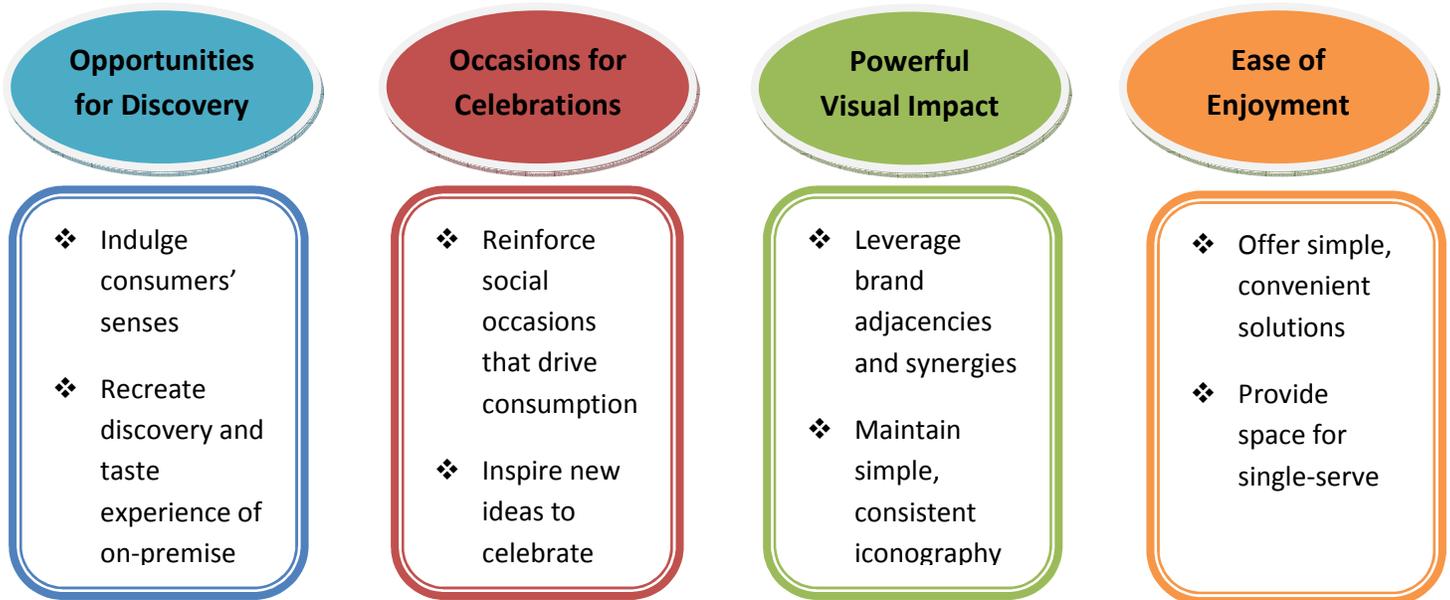
**Drive  
discovery & trial**

**Enhance brand  
excitement**

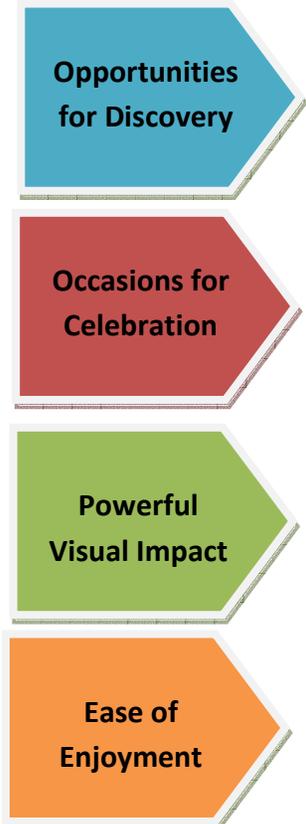
**Build value along  
entire product mix**



**Given the current environment, brand owners must consider the key on-premise dimensions that will drive consumer interest and sales in off-premise locations.**



**Challenges**  **Our Experience** 



- ❖ Auctive interviewed key restaurant and bar influencers to identify potential opportunities around a brand of specialty beer and found that this beer was considered complementary to other non-beer related beverages. Bartenders occasionally mixed the beer with spirits – a practice that could be encouraged in off-premise locations through merchandising and promotions.
- ❖ Auctive profiled the on-premise consumption occasions for a specialty beer and found it to be uniquely positioned for celebratory, festive occasions, where other spirits such as wine or champagne are frequently found. The same learnings could be used to promote specific occasions in off-premise locations.
- ❖ Auctive conducted a large consumer study to determine interest in a bundled positioning of a major spirits company's three brands of beers and found that showcasing the three brands together delivered a more powerful visual impact in both on and off-premise locations, than if they were sold separately.
- ❖ Auctive undertook a study of a brand's beer out-of-stocks (OOS) in liquor stores and c-stores, which revealed that many smaller packs (6 and 12 packs) and singles that drive trial and impulse purchases frequently get overlooked and run out at the expense of larger size packs.