

INTELLIGENCE REPORT

THE POWER OF THE SERVE

Serve Strategy Success in the On-trade

// 17.09.19



WHAT'S INSIDE?

The power of a serve can be transformative to the success and growth of drinks brands.

We at Wonderworks have explored the importance of a serve for getting a brand noticed by the trade, loved by bartenders and ordered by name by consumers.

We have found that THE perfect serve has the power to drive sales in the on-trade, fill shopping baskets in the off-trade and turn consumers into budding bartenders at home.

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THE BACKDROP

We've seen some fundamental shifts in the mind-sets of consumers and the norms of society:

Dissolving boundaries between physical and digital worlds leaves people chasing powerful, shareable experiences.

Consumer preferences are fickle, and producers are forever finding new formulas to indulge them.

People are increasingly influenced by what is popular, but they need reassurance from trend-setters and influencers to try and embrace new products and experiences. We can count bartenders and top venues in this influential set.



THE POWER OF THE SERVE

Drinks companies must deliver what customers need and create a heightened experience in the on-trade. This is no longer just a matter of satisfying consumer tastes, but attuning your offering to customers' attitudes, beliefs and aspirations, in order to deliver social media currency.

KEY CONSIDERATIONS

// MARKETING LANDSCAPE

There are very few markets which are as dynamic and in tune with consumer trends as drinks. They have the power to be immediately responsive, nimble and targeted. Drinks marketers are lucky to have the on-trade as an extra channel dedicated to promote brands, beyond retail. Unless brands have a clear USP and sit on either side of the bell curve (high-volume/low-price or low-volume/high-price), this crowded market is challenging.

// KEY SERVE BENEFITS

Exciting and consistent serves not only help to deliver premium experiences for guests in bars, brands also benefit from boosted trial opportunities, and revenue growth as drinkers keep coming back for more. Naming drinks is a powerful tactic to give consumers a clear way to navigate the bar call. It can also deliver an element of storytelling.


// DRIVE ADVOCACY

An intelligent serve strategy opens profit opportunity, builds trust and creates brand advocates who share your brand story in an authentic manner, recruiting more consumers.




OUR APPROACH

We used our specialist drinks knowledge to pinpoint standout brands that have mastered the execution of a successful serve strategy.



Primary research with bartenders and drinks consultants provided invaluable insights into key serves trends and the influences driving the bar call.



Analysing these observations, we identified specific success drivers which fall into 4 key pillars of strategy.

KEY PILLARS OF SUCCESS FOR SERVE STRATEGIES

01

Map Your Landscape

Identify occasion & macro influences around the moment of consumption. These are influenced by long-term associations.

02

Presentation is Everything

Serves should aim to heighten the drinks experience, creating distinct and shareable moments.

03

Visibility is Key

Simple and consistent communications across all touchpoints ensure serve is front of mind for audiences and can be easily recreated.

04

Advocacy via Education

Gain lasting support from audiences by providing engaging, relevant and instrumental training materials.

We will explore these pillars more fully in this report and identify the success drivers that sit within each. First let us take you on a journey of some key brand case studies to see these pillars in action.

CASE STUDIES

*Examples of successful
brand serve strategies*

01

APEROL SPRITZ

One of the most successful serve strategies we've seen in recent years, Aperol has truly mastered and thoughtfully invested in several key drivers.

// MAP LANDSCAPE

- Aperitivo is an everyday, social occurrence all year round. Aperol spritz starts the evening.
- Harnesses prosecco trend as well as trend for longer drinks with soda, lower-ABV & bitter flavours.
- Consistent with spontaneous fun attitude & Italian provenance.
- Heavy association between serve & summer season.

// PRESENTATION

- Taking ownership of the bright Orange colour, drives brand recall.
- Beautiful serve in oversized wine glass & orange slice garnish.
- Easily captured and recognized on social media, reinforcing the brand effortlessly.
- Served with food and small bites to reinforce aperitif moment.

// VISIBILITY

- Heavily invested and considered media spend keeps serve top of mind.
- Social media campaigns to communicate with key audience & consumers outside of the on-trade.

// ADVOCACY

- Aperol's ritual is a simple means to understand the Italian philosophy on socializing.
- "Spritz Socials" held at licensed establishments dial up Italian culture to attract new recruits.¹
- 3:2:1 jigger ensures consistency and ease of service.²



KETEL ONE SUSTAINABLE COCKTAILS

Ketel One have understood and implemented an on-trade serve strategy based on key trends which resonate with their target audience.

// MAP LANDSCAPE

- Decadent weekend cocktails with real value.
- Harnesses sustainable drinking trend by pushing use of surplus & locally sourced ingredients.

// PRESENTATION

- Ketel One menu showing the local proximity of the ingredients and vessels used in bars' drinks.
- Their menus always feature one serve that is easily recreated.

// VISIBILITY

- Amplifying key messages via sustainable brand experiences outside and in venue.
- 'Discover chamber' featuring immersive swing adorned with living plants, thought-provoking environmental facts and sustainability tips.³

// ADVOCACY/EDUCATION

- 1 square mile initiative-bartender-led journey with community partners seeks to promote local ingredients and reduced waste in the drinks industry.⁴



HENDRICKS & TONIC WITH CUCUMBER

Hendricks have mastered the power of the garnish to create serves that are instantly associated with the brand and easily recalled.

// MAP LANDSCAPE

- Curious moments of refreshment. Yearly world cucumber day promotions raise serve awareness and drive trial.⁵
- Cucumber is on botanical list and so original serve highlights flavour profile.

// PRESENTATION

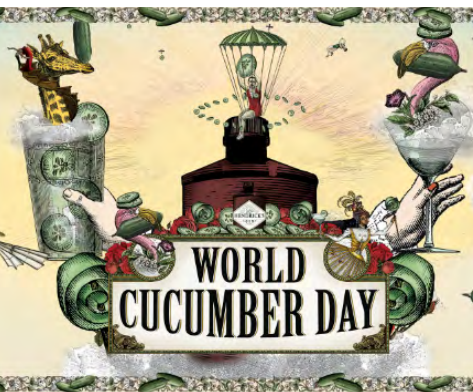
- Hendrick's and tonic served over ice with three delicately sliced wafer-thin rounds of cucumber.
- Use of highball glass display an understanding for audience preferences.
- Easily replicated in bar and at home.

// VISIBILITY

- Incredibly strong aesthetics come through at all touchpoints.
- Messaging hero cucumber serve to ensure brand stands out in crowded market.
- Sublime simplicity-online, interactive, video-based training site outlines glassware, ice and garnish.
- Immersive experiences i.e. full floor wrap in King's Cross archway with cucumber scented posters.

// ADVOCACY

- Transformed cucumbers into currency, exchangeable for serve at over 100 outlets.
- Cucumber Cultivation kits sent to premium outlets to help bartenders grow their own garnish.⁶
- Brand ambassadors target bartenders to hand deliver cucumbers on motorcycles in a character performance.⁷
- The brands on-trade training website continues the playful and curious brand spirit.⁸



JOHNNIE WALKER HIGHBALLS

Johnnie Walker have invested in a disruptive serve strategy that delivers brand standout and increased affinity.

// MAP LANDSCAPE

- Addressing that longer drinks are on the rise, JW created a highball series with a range of key flavours.
- Bold alternative to long-established whisky serves, both at home and in the bar.
- Big marketing push ready for 2020, JW's 200th anniversary. JW Highball is the national drink at Scotland's Fringe Festival 2019.
- Ease and refreshment of beer meets the colourful, world of cocktails. Accessible for non-whisky drinkers.

// PRESENTATION

- Tall, colourful branded glassware disrupts the whisky glasses people expect.
- Garnished to bring out the individual flavours of each JW Highball.
- Different elements allow bartender creativity.

// VISIBILITY

- JW ensure simplicity is key- highballs are tall cocktails consisting of a base spirit with one or two non-alcoholic mixers.
- JW ran temporary highball bars at festivals e.g. Taste of London and at Formula 1 motor racing circuits to show up consistently.

// ADVOCACY

- Currently building a "state-of-the-art" Visitor Centre in Edinburgh.⁹
- Highball strategy live in 'trendsetting cities' worldwide - using digital, in-bar and in-store experiences to put the serve front of mind for millions of consumers.



BACARDI MOJITO MOMENTS

Bacardi harnessed audience habits and the importance of social occasions to create a successful on-trade serve strategy.

// MAP LANDSCAPE

- Strategy promoted Mojitos as the drink of the summer and the #MojitoMoment as a 'first drink of the night' ritual. Owning both occasion and season.
- Most contagious social drink, no-one drinks a mojito alone.

// PRESENTATION

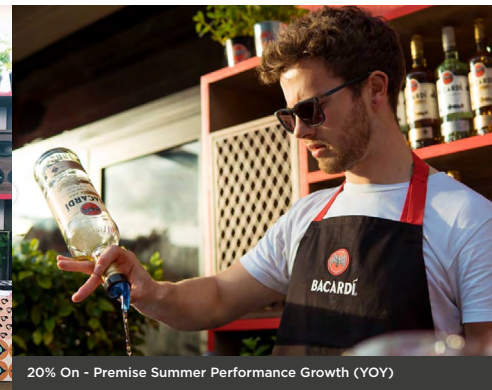
- Fresh green tones from lime and mint garnish stand out in crystal-clear liquid.
- Theatrical preparation includes muddling limes, layering ice, rum and soda and clapping mint garnish between palms then rubbing on the rim of the glass.

// VISIBILITY

- Empower brand fans to publicly celebrate their love for Bacardi on socials. Instant viral effect via authentic user generated content.
- Targeted digital OOH panels catch consumers in that 15-minute window before stepping into a bar.

// ADVOCACY

- Dynamic media connection between touchpoints producing engaging and relatable brand assets.
- Engaged over 60 influencers to share their #MojitoMoment.
- Sales and location data identified the most influential bars in each city. Snapchat filters geo-targeted to all partner venues.¹⁰



20% On - Premise Summer Performance Growth (YOY)

VEUVE CLICQUOT RICH

An innovative & playful serve strategy rethinking how champagne can be enjoyed as an everyday moment of refreshment.

// MAP LANDSCAPE

- Designed for mixology- moves champagne out of the realms of special occasions and into cocktail bars, beach bars and clubs.
- Brand name brings meaning to it's history (traditional champagne described as 'rich' in flavour profile) and reinforces the prestige associated with champagne.

// PRESENTATION

- Served over ice with fresh ingredients, to enhance the champagnes original flavour profile.
- Intriguing fresh, playful and colorful pairings: cucumber, pineapple, pink grapefruit, black tea, and bell pepper.
- Moving away from a traditional champagne flute for a more entertaining and innovative glassware serve.
- Striking silver foiled bottle, patterned with Veuve's anchor motif presented alongside wider-rimmed glasses and bright serving tray. Distinct, ownable ritual.

// VISIBILITY

- Engaging and easy to digest training materials to promote change in consumption.
- Relevant videos, PR and training collateral was at the forefront for Veuve Clicquot to educate target audiences.

// ADVOCACY

- The bright-yellow label of Veuve Clicquot is synonymous with indulgent, good times. Brand fosters a party-loving, bubbly image.



GUINNESS DRAFT

One of the most iconic serves in the world. We look at why.

// MAP LANDSCAPE

- Ireland's national drink with strong heritage.
- Nitrogenated head has a bitter note to it, crucial to the beer's overall flavour profile.
- Yearly St. Patrick's Day campaigns gain exposure & new Guinness drinkers.
- Guinness draft is a bold beer for those who like to make bold choices in life.

// PRESENTATION

- Bold contrast between black liquid and white head created by serving process.
- Branded pint glasses include guidelines on pour process.
- Precise, elaborate art-form of pouring the perfect pint. Two part pour with dramatic pause allows chance to visually enjoy surge and settle ritual.

// VISIBILITY

- Guinness' adverts last for recommended settling time of 119.53 seconds and tap into people's pride to be bold.
- Beer Ripples activation highlights Guinness' distinct head. Send selfies to be printed on Guinness pints via Facebook Messenger Chatbot.
- 2-part pour in 6-step ritual ensures perfect flavour.

// ADVOCACY

- Perfect pint initiative- trade and bar staff training to 'institutionalize the 6 steps to perfection' process.¹¹
- Messenger chatbots teach new brand facts while engaging audiences across platforms where they communicate the most.¹²



PIMMS NO.1 CUP/JUG

One of the most successful serve strategies we've seen. This is a brand who boldly owns summer and the ultimate sharing serve.

// MAP LANDSCAPE

- Stongly associated with the iconic British garden party.
- Reliant upon it's association with summer and constructed communications based on that.
- Serve versatility plays with traditional recipe to add in alternate tastes.

// PRESENTATION

- Rich amber hue with effervance.
- Colorful and seasonal based garnishing with strawberries, oranges, cucumber and mint.
- Serve vessel tea pot and pitchers encourages the drink to be enjoyed as a shared serve and dials up its British heritage.

// VISIBILITY

- Is it pimm's o'clock? ATL campaigns link key pillars of serve strategy success.
- Branded POS to emphasize the sociability of Pimms.

// ADVOCACY

- Relaxing summer terraces at Drake & Morgan's City bars.
- Pimms on tap increases serving efficiency.
- The Pimm's Croquet Club - value-added brand experience embodying quintessential British Summertime.¹³



MAGNERS & ICE

Revolutionised how to drink cider and broadened the appeal to a wider audience.

// MAP LANDSCAPE

- Ice cold refreshment for fun moments with Irish charm and connection.
- Promotes itself as year-round alternative to beer, adapting campaigns accordingly.
- Tribute to its Irish heritage, Magners were 1st to serve cider over ice and led UK revitalization.
- Following rosé growth, Magners Rosé, launched the same serve for the on-trade.

// PRESENTATION

- Rich amber or rose hue is visually pleasing.
- Specific branded glassware.
- Ice is Magners' USP. Magners believe cider should only be drunk over ice. For a premium serve a sliced apple garnish is recommended.

// VISIBILITY

- Offering stockist support packages that include tailored POS kits with eye-catching assets.
- In-bar promotions to encourage consumer trial.
- Marketing campaigns are built around refreshment in all 4 seasons.

// ADVOCACY

- Sponsorship is Magners' way to deepen consumer relationships.
- Magners 'Original Sessions' was key within on-trade. Where cider gardens host live music, photo-booths, street magicians & game-based drinks promotions.¹⁴



COINTREAU THE ART OF THE MIX

Knowing their value as a key cocktail ingredient guaranteed their relevance.

// MAP LANDSCAPE

- Cointreau is an incomparable cocktail base, transforming moments of conviviality into magical ones.
- Cointreau hero 4 classic cocktails: Margarita, Cosmopolitan, Sidecar, White lady.
- Dance, universally synonymous with celebration, has been a part of Cointreau's DNA since its first ads. Memorable choreography used to promote 'the art of the mix'.

// PRESENTATION

- Belle Époque-themed presentation stays true to vibrant era that gave birth to the Cointreau brand and all things cocktail.

// VISIBILITY

- Signature drinks are brought to life in spectacle media- every character is an ingredient and each recipe a choreography.
- Recipes promoted across all touchpoints for easy recreation, alongside capsule shots and video tutorials to make cocktails with minimal complexity.¹⁵

// ADVOCACY

- Offering cocktail classes to perfect 'the art of the mix'.
- Sidecar motorbike featured during LCW gave guests a memorable and fun physical manifestation of serve.
- Traditionally used in over 350 cocktails, Cointreau's recipe has never been changed. Consistency ensures trust in quality.



HAVANA CLUB FROZEN DAQUIRI

Introducing rum to a modern, urban audience.

// MAP LANDSCAPE

- Embracing Havana Club’s roots, based on raw, lo-fi and DIY attitude of Cuban Streets.
- Stems from a “Liberation” of the traditional daiquiri.

// PRESENTATION

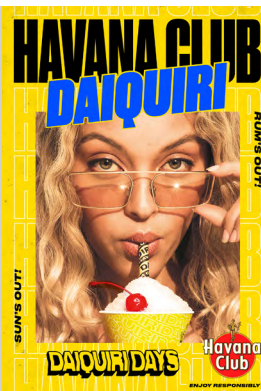
- Non-traditional serve presentation results in high social media shareability.
- Served either in a paper cone or ceramic cup, playing on resemblance to a snow cone.
- Garnished with a signature cherry on top puts fun back into drinking.
- Dispensed from a slushy machine, increasing serve efficiency.

// VISIBILITY

- Global OOH poster campaign with bright, summertime visuals of cool swimming-pool blues and popping yellows.

// ADVOCACY

- Lifestyle merch like jumbo metal straws, flip flops and swimsuits.
- Drawing from the vibrancy of street wear culture to appeal to an ever changing taste of ‘millennials’ and ‘gen-z’.



MAPPING OUR METHODOLOGY

Following our audit of brand case studies and combining our on-trade research findings, we were able to identify key success drivers as highlighted in this mapping tool.



// KEY

- Key Pillars = Yellow
- Success Drivers = Grey

EXPANDING THE KEY PILLARS

*We take a deeper look into
the key pillars to identify the
key drivers within each*





01 MAP YOUR LANDSCAPE

It is key that brands analyse and map macro influences from the wider cultural environment to ensure they resonate.

I. MOMENT OF CONSUMPTION

OCCASION | SEASONALITY

II. LINK WITH FLAVOUR TRENDS

III. THEMES THAT COMPLIMENT IDENTITY

BRAND | AUDIENCE

01 MAP YOUR LANDSCAPE

I. MOMENT OF CONSUMPTION

// OCCASION

Recommend an ideal moment of consumption. Clearly defined occasions capture audience purchases when they enter it.

E.g. A moment of celebration calls for champagne, or a pint of beer being synonymous with watching sports.

// SEASONALITY

Time of year assigned to the drink. Seasonal serves provide a point of difference as well as the opportunity to drive purchase by association.

E.g. Summer Spritz

WHAT DO INDUSTRY INSIDERS THINK?

“‘First drink of the night’ is the most popular occasion for branded serves.”

Martina Breznanova,
The Gibson, London



01 MAP YOUR LANDSCAPE

II. LINK WITH FLAVOUR TRENDS

Flavour experiences influence and evolve the drinks landscape.

Staying up to date with trends and finding inspiration from evolving consumer palates is key, as the appetite for varied and sophisticated tastes is constantly growing.

There has been a step change away from overly sweet sugary drinks to a more bitter and smoky tuned palate.

WHAT DO INDUSTRY INSIDERS THINK?

“Customers are likely to try new flavours if they are encouraged by their friends and told it’s nice.”

David,
Flair Incorporated, Birmingham



2019 hottest drink - Aperol frosé

01 MAP YOUR LANDSCAPE

III. THEME THAT COMPLIMENTS IDENTITY

// BRAND

Personality and values should shine through serves, keeping communication considered across all touchpoints. This is how brands become indispensable from serves.

For example Martini's aperitif board includes space for both a drink and a snack - a great way of showing off the Aperitivo culture and Martini's quintessential Italian roots.

// CONSUMER

Take the time to treat audiences as individuals. Serves should easily integrate into their lifestyles with central themes that embody what matters to audiences.

Serve names should be derived from brand identities to become meaningful & easily recalled by consumers and bartenders.

WHAT DO INDUSTRY INSIDERS THINK?

"...people want drinks they don't have to think too much about, allowing them to be confident enough to order it at the bar..."

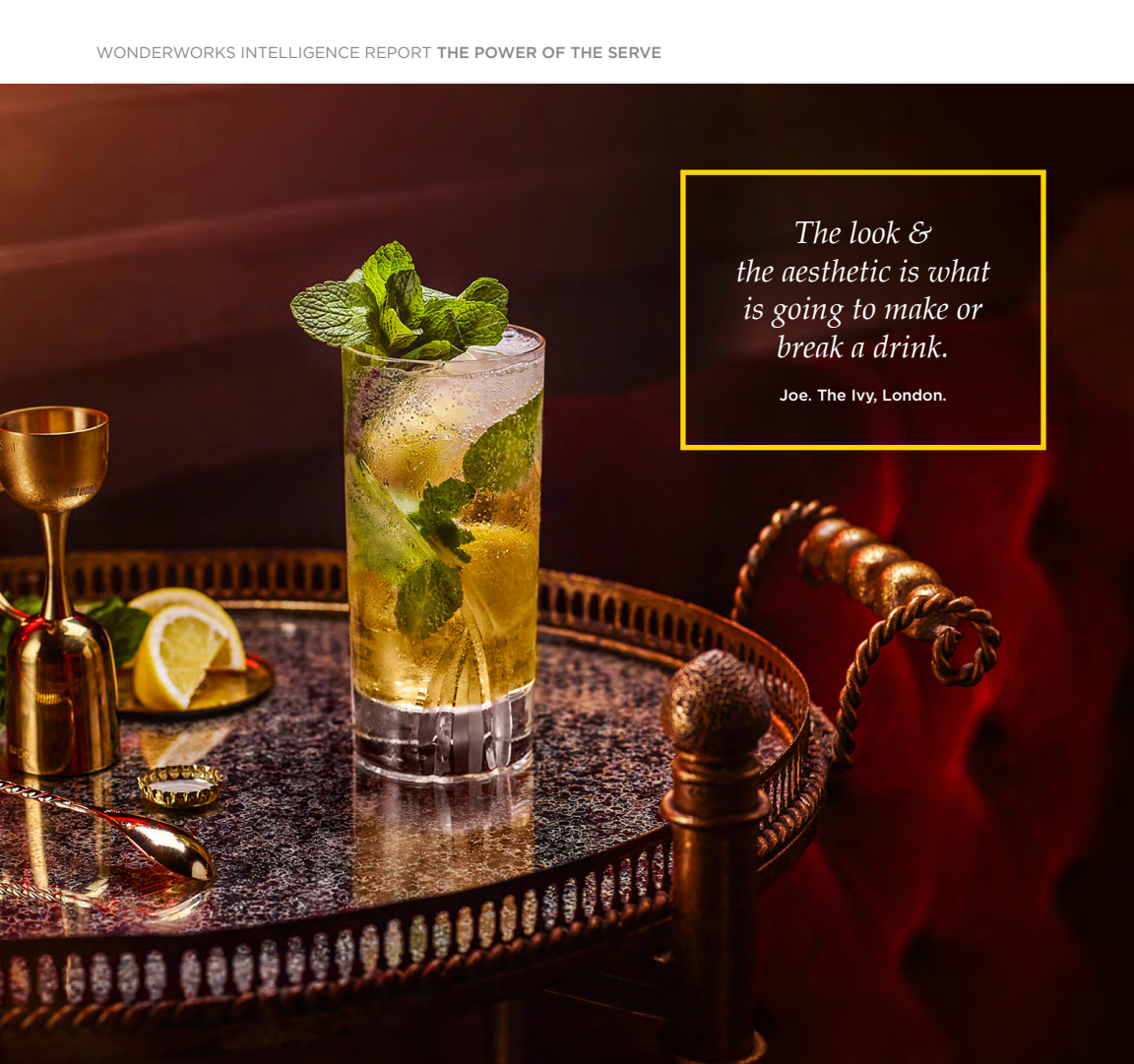
Bartender, London
Wonderworks Survey

"...people order drinks they can enjoy and associate with or aspire to on a personal level..."

Lewis J. Swan,
Kitchin Group, Edinburgh



Martini's aperitif board carries the spirit of Aperitivo culture



*The look &
the aesthetic is what
is going to make or
break a drink.*

Joe. The Ivy, London.

02 PRESENTATION IS EVERYTHING

*Serves should aim to heighten the
drinks experience, creating distinct
and memorable moments.*

- I. COLOURS
- II. GLASSWARE
- III. GARNISH
- IV. THEATRE

02 PRESENTATION IS EVERYTHING

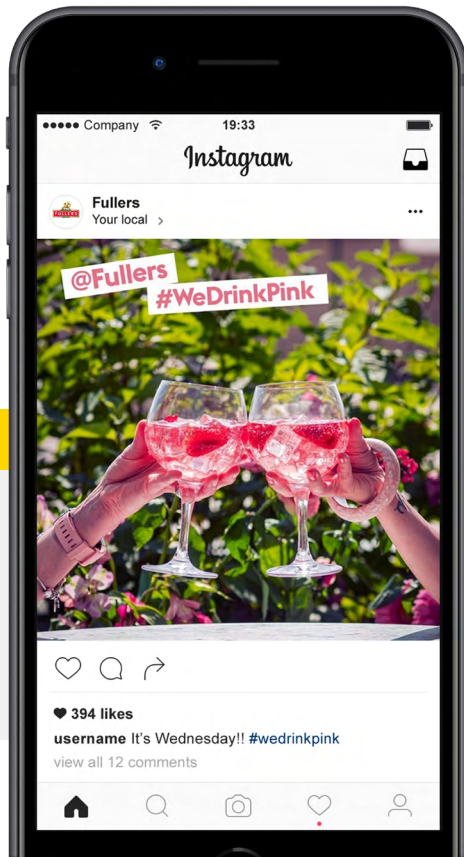
I. COLOURS

Bright and carefully considered colours of liquid and garnishes that capture attention and indulge the senses provide an engaging drink that drives shareability across social media.

WHAT DO INDUSTRY INSIDERS THINK?

“So long as a serve “tastes nice” and looks good enough for Insta, drinkers come back for more.”

Sean Airey,
Formerly of Coco's Outback, Amsterdam



02 PRESENTATION IS EVERYTHING

II. GLASSWARE

Constructing a serve with recommended glassware communicates quality and consistency whilst raising prestige of the drink and brand trust.

Bespoke glassware can strengthen the brands visual language and create resonance with consumers. These can range from premium feel thin-stemmed gin balloons to quirky drinking receptacles such as the Hendrick's tea-cup and the Tini Martini glasses.

WHAT DO INDUSTRY INSIDERS THINK?

“36% UK consumers will choose a drink based on the glassware it is served in.”

CGA Mixed Drinks Report 2019



The Hendrick's Tini Martini Glass is ownable & serve specific

02 PRESENTATION IS EVERYTHING

III. GARNISH

Garnishes provide an extra level of visibility, scent and flavour, heightening the drinking experience. Garnishes can reinforce a brand's signature style and flavour profile.



WHAT DO INDUSTRY INSIDERS THINK?

“We have a drink garnished with candy floss and if one goes out, we get four more ordered easily.”

Joe,
The Ivy, London



02 PRESENTATION IS EVERYTHING

IV. THEATRE

Drinkers demand memorable moments out of everyday choices like drinks. It matters how the serve looks whilst its being made. Bring flair and excitement through bartending artistry and serving ritual. Always pour drinks in sight of guest, preferably facing them.

WHAT DO INDUSTRY INSIDERS THINK?

“For a guest it must be a journey, from name, to visuals, to touch, to smell and finally to taste.”

Bartender, London
Wonderworks Survey





03

VISIBILITY IS KEY

Simple and consistent communications across all touchpoints ensure serve is front of mind for audiences at point of purchase.

- I. MENU LISTINGS
- II. CONSISTENT MESSAGING
- III. RECREATE EASILY

03 VISIBILITY IS KEY

I. MENU LISTINGS

Secure listings and prominence on menu with a featured serve in line with bar offering.

Successful brands work with managed groups and bar operators to develop bespoke serve menus.

WHAT DO INDUSTRY INSIDERS THINK?

“A good spread of choice and gross profits that meet venue business plans are how brand serves easily get onto menus.”

James Bowker,
Brand Ambassador, House of Suntory

“Lots of things influence which specific serves are featured on menu. Anything from a bars style and audience demographics to what we enjoy serving and what’s delicious”

Glen Eldridge,
Folium, Birmingham



*Available Champagne Bellini. Not available in conjunction with any other offer.

03 VISIBILITY IS KEY

II. CONSISTENT MESSAGING

The most common serves requested in bars are those which have consistent messaging across all touchpoints, including media, digital and within the bar. This keeps them front of mind.

Communications must get across how the brand should be served to guests. They can therefore be easily recalled.

All surveyed bartenders listed one or more of these three serves as the most regularly requested at their bar:

- **Hendrick's H&T**, "These guys are good at sticking to their 'unusual' Victorian tone of voice."
- **Aperol Spritz** "The ultimate refreshing drink for the summer months, delivers Italian aperitivo like no other."
- **JD & Coke** "Everyone has seen the tube posters for JD"

WHAT DO INDUSTRY INSIDERS THINK?

50% of surveyed bartenders listed posters & billboards as the most impactful brand comms.

Wonderworks Survey



03 VISIBILITY IS KEY

III. RECREATE EASILY

Recipes should be easy to comprehend and replicate en masse in bars and at home by consumers. This ensures consistency of taste, allowing guests to trust and form affinity to serves.

Online video content and animated GIFs are easy ways to give consumers confidence to recreate a serve at home.

Seedlip serves are straight forward and easy to re-create. Their simplicity is consistent in bar and across promotional materials.



SEEDLIP GARDEN & ELDERFLOWER TONIC

INGREDIENTS
Seedlip Garden: 50ml/1.6oz
Elderflower Tonic: 125ml/4.4oz

GLASS & GARNISH
Highball with Cucumber Ribbon

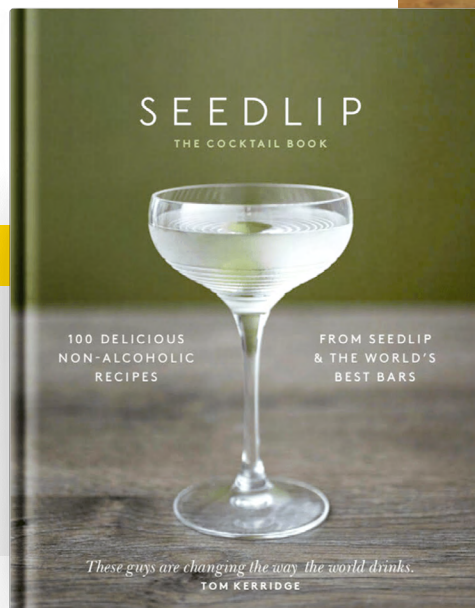
METHOD
Build over ice



WHAT DO INDUSTRY INSIDERS THINK?

“Mix safe, comfortable ingredients with no more than three unknown, intriguing ingredients.”

Martina Breznanova,
The Gibson, London





04 ADVOCACY

Gain lasting support from audiences by providing engaging, relevant and instrumental training materials.

- I. BARTENDER ADVICE
- II. EDUCATION
- III. BRAND EXPERIENCE

04 ADVOCACY

I. BARTENDER ADVICE

People look to those behind-the-bar for suggestions on what to drink. Consider strategies to turn bartenders into brand advocates as bartender recommendations will be selected most often.

WHAT DO INDUSTRY INSIDERS THINK?

“A good strategy is to involve leading figures from the food & drinks industry to promote a serve, particular product or brands. Many brands do projects with world known chefs or bartenders to create either signature recipes, liquids or drink flavour which is then promoted by this person.”

Martina Breznanova,
The Gibson, London



04 ADVOCACY

III. EDUCATION

Engaging and quality training materials designed with audiences in mind enables a consistent taste experience.

What makes a successful brand education program?

- Wider category training rather than single-minded product only education is preferred by bartenders.
- Demonstrate benefits of your serve and how it performs well and differentiates within its category.

- Focus training session in trend setting cities with highly respected and knowledgeable industry figures to drive new trends and influence ideas.
- Brands that invite on-trade staff to insightful distillery trips and workshops build brand affinity.

WHAT DO INDUSTRY INSIDERS THINK?

Over 50% of those surveyed, list education as a key motivator for recommending serves to consumers.

“One of the main reasons I love this industry and why I have been able to learn so much is through brands providing training and support on their product.”

Lewis J. Swan,
Kitchin Group, Edinburgh



04 ADVOCACY

III. BRAND EXPERIENCE

Provide context, provenance and ambience to compliment serves through venue dressing and education. For trade partners, branded experiences in venues are critical for creating new reasons for patrons to visit, while for the consumer audience memorable brand experiences become shareable social currency.

People become brand loyal as they remember positive emotional experiences tied to the brand.

William Grant & Sons have used immersive brand exercises to educate and turn bartenders into brand advocates through their cross portfolio programs such as their 1887 Collective and Unwrapped.

WHAT DO INDUSTRY INSIDERS THINK?

“From their orange river, to their cocktail glass shaped ball pit to their vespa carousel, you can’t escape Aperol’s fun and playful world of orange.”

Bartender,
Wonderworks Survey



AUDIENCE CONSIDERATIONS

*Identifying the key audiences and
their need for a clear serve strategy*



KEY AUDIENCES TO CONSIDER

Who are the key audiences and what are the drivers and support tools for each that help promote the success of a serve strategy.

// BRAND COMMERCIAL TEAMS

The frontline representing the brand

- Provide support tools & brand training materials that help give Sales Teams the confidence to sell their product to buyers.
- Profitability tools that demonstrate the value add of listing their product.
- Provide leave-behinds for Bar Managers, to show the power of consistency, versatility & premiumization of the serve to create an elevated drinks experience E.g. Recipe inspiration cards.
- Incentives to encourage sales uplift/meeting commercial targets & building relationships with their customers.

// BAR MANAGERS

The ones to convince

- Provide support & on-site staff training through expert Brand Ambassadors.
- Educate on how product(s) can create premium serves that cement their bar's reputation & increase margin.
- Bespoke Customer Campaigns to increase venue exposure, drive footfall & promote sales of serves.
- Digital & printed POS to support the bar, increasing brand visibility & adding value to consumer experience.
- Online portal for always-on support E.g. Useful brand assets, seasonal serve inspiration & menu ideas.

// BARTENDERS

The face engaging with consumers

- Interesting and engaging training programmes that educate on brand benefits & perfect serve, & build brand advocacy.
- Assisting with ways in which to create profitable serves.
- Inspiring creativity with existing & new serves.
- Hints & tips to promote serve on menu.
- Incentives to encourage serve recommendation to consumers, in order to motivate trial and sales.
- Opportunities to raise personal profile & demonstrate talent.

// CONSUMERS

The end users and loyalists

- Offer exciting serves that deliver not only on taste, but the full drinks experience.
- Ensure a strong, memorable serve name.
- Consider glass, garnish and serve aesthetic making it 'insta-worthy'.
- Use interesting ingredients to introduce unique, flavour combinations.
- Consider simplicity, authenticity and being session-able to ensure consumers do not need to think too much at the bar & they know they will enjoy the serve.
- Offer a serve that consumers can aspire to on a personal level and elevate their night.

PREMIUM VS MAINSTREAM

What are the main differences in key serve strategies for premium vs mainstream brands, and how do these successfully show up in the on-trade.

MAINSTREAM
— Volume-driven —

MEDIA
Large investments in an omni channel approach
Showing up across several touchpoints with an aim to reach the masses

ADVOCACY / EDUCATION
Simple and easy to digest training materials, increasingly digital
Focus on their own product rather than drinks category

ON-TRADE VISIBILITY
Generic POS assets to enhance consumer journey in multiple outlets, rather than tailored experiences in selected venues
Showing up in places with heavy footfall

DRINKS MENU
More likely to gain branded key serve listing on menu
Promoting approachable, trend-led serves

Premium
— Knowledge-driven —

MEDIA
Carefully considered investments.
Driven by lifestyle association marketing

ADVOCACY / EDUCATION
Focus on workshop and immersive face-to-face training sessions. Utilise own brand ambassadors and educate on products USP rather than suggest key serve
Drive bartender creativity and advocacy through inspiring training sessions and collateral

ON-TRADE VISIBILITY
Tailored and elaborate experiences in selected venues that stay true to the brand world
Activating in places that aligns with brand lifestyle rather than driven by consumer footfall

DRINKS MENU
Enable bartender creativity to create handcrafted serves
The goal is to get listed and to feature in the bars serves

THE RITUAL OF SHARING

*An in-depth look at the
ritual of sharing serves*

04

SHARING VESSELS IS IT FOR MY BRAND?

Over the years cocktail sharing vessels have shown up within on-trade in many shapes & forms, both brand and venue led.

An effective tool to create theatre and a disruptive presence which can trigger group purchasing sessions.

A commercially effective way for venues to increase margin.

We've seen everything from Sailor Jerry Jerry Cans, Hendrick's Gin teapots through to vessels that change the way we consume drinks such as Moët & Chandon Ice Imperials' serving ritual.

Not only does a bespoke vessel present opportunity to bring the brand world closer to the consumer in venue, but also most brands have created bespoke vessels that can be purchased in retail for consumers to replicate the premium experience at home.

Wonderworks have explored this landscape and picked out a few examples of brands who have mastered this space.

To drive sales the vessel either needs to look so 'mind-blowing that people give up their usual resistance around sharing drinks. Or when "customers perceive it to be cheaper than individual drinks"

Sean Airey,
Formerly of Coco's Outback, Amsterdam



DIAGEO MIX IT UP

Built around the leading spirits from Diageo's portfolio: Smirnoff Vodka, Johnnie Walker Whisky, Tanqueray Gin and Captain Morgan Rum.

Leverage the Social Sharing occasion to get guests to order more cocktails in on-trade.

A DIY shaker called Mason Shaker. Wood and brass trays supporting the Mason Shakers, instruction manuals and instruction videos to support the outlets. Posters, stickers and surprising pop up menu cards were also created to support the campaign.

Bar consultants delivered the relevant materials, trained and supported 200 of Diageo's outlet clients.

Close to 100 activations.

Various events were supported around the Mixitup theme, like Taste of Amsterdam.

Supported by the global website, www.thebar.com

WHY DO WE LIKE IT?

Diageo's mix it up successfully activates all key pillars of strategy for serve success. The resulting serve informs audiences about the brand and highlights its benefits with engaging POS equipment.



KETEL ONE KETTLE

To pay homage to their 300 years of craftsmanship & copper distilling process, Ketel One worked together with designer Clive Darby of Rake style to develop three unique copper kettles as an elegant serving vessel.

Following launch these were exclusively rolled out across a limited number of bars in London, including, the Gordon Ramsay's London House.

In addition to their on-trade strategy, Ketel One released these copper kettles to the public as part of a limited release campaign.

WHY DO WE LIKE IT?

Not only are these kettles elegant and 'stand-out', Ketel One has once again managed to use a range of strategies to entice bar audiences and consumers. Including offering recipes online for easy replication, exclusive on-trade and retail release as well as PR & digital campaign to reach a broader market.



ABSOLUT ELYX

Absolut Elyx, Absolut's high-end big sister who first brought us the Elyx Pineapple of hospitality – which is their key serve in a bespoke copper pineapple.

Rather than focusing on a key serve, Elyx have mastered the realm of delivering a bespoke drink ritual and sharing vessels. That not only world-renowned bars sought after, but due to high consumer demand Elyx had to launch the items in their Elyx Boutique. Where consumers can purchase a range of Elyx copper vessels to recreate their experience in venue at home.

WHY DO WE LIKE IT?

This is a great example of how Elyx has managed to take a sharing vessel and ritual that was initially created for the on-trade, but has grown to something bigger and generated both content across social media but also increase in profit from a range of channels.



MOËT & CHANDON ICE IMPERIAL

In 2011, Moët & Chandon launched the first champagne blend to be served over ice. Not only was it innovative, but as a result they managed to create a new trend for years to come. Where we saw champagne houses such as Veuve Clicquot, Pommery, JP. CHENET and Lanson developing new blends specifically to be served over ice.

Moët & Chandon Ice Imperial serve strategy stems from creating a full flavoured champagne designed to be enjoyed with 3-4 ice cubes in a large chianti style glass, complemented with fresh ingredients such as sprig of mint, lemon zest, strawberries or white grapefruit to extract the beverages' fruit forward flavor.

Alongside this, Moët & Chandon also released serving vessels for the on-trade in the form of a combined champagne fruit & ice bucket and branded glassware.

WHY DO WE LIKE IT?

Moët & Chandon dared to think outside the box and create something to quench our thirst during those hot summer days in an intriguing and engaging way. Who can turn down a tasty glass of champagne alongside some fresh fruits? Not only is it easy for the on-trade to serve these, but it also elevates the guest experience and can be easily replicated at home. As a result of this approach we still see bars today across the globe serving Moët & Chandon Ice Imperial with its intended serving ritual.



CONCLUSION

Rounding up our findings



OUR CONCLUSION

Considerations for a killer serve strategy

This report demonstrates that there are many facets to reaching a killer serve strategy.

Our mapping tool can help you to navigate the key considerations to ponder when developing one.

Like with any marketing activity its important to develop one with the end audience clear in your mind, and tap into the macro, and more micro trends that can create a meaningful connection.

The serve itself is powerful enough to become a vehicle to express ones skill, lifestyle and aspirations – all in a single drink.

Cheers!



UPCOMING TRENDS FROM AN ON-TRADE PERSPECTIVE

For this report we surveyed a number of bartenders and drinks consultants who shared key insights on successful serve strategies. We asked them what's the next big thing in the world of serves, here's what they had to say...

WHAT DO INDUSTRY INSIDERS THINK?

“We might see an increase of mixed spirits but from local distillers, similar to the craft beer expansion.”

Sean Airey,
Formerly of Coco's Outback, Amsterdam

“The next big flavour trend within the drinks will be salt & vinegar being used as seasoning to emphasise flavour.”

Lewis J. Swan,
Kitchin Group, Edinburgh

“The next big serve will be the old coffee mojito.”

Wil Wilson,
Baslis, Edinburgh

“Low ABV products becoming common modifiers in cocktails in place of sherry etc.”

Lewis J. Swan,
Kitchin Group, Edinburgh

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