



TRENDS IN SPIRITS

1. LOW & NO ALCOHOL

2. BOTANICAL
INFUSIONS

3. EXPERIENCE

4. RTD COCKTAILS

5. INSTAGRAMMABLE
CANS

6. ECO-FRIENDLY
FORMATS



NOW TRENDING

1

LOW & NO ALCOHOL



Stryk Not Rum

Driven largely by the health and wellness movement, consumers are increasingly opting for mocktails and low-alcohol spirits.

PACKAGING:

These new low and no alcohol spirits intentionally utilize packaging that is almost indistinguishable from their full proof counterparts - allowing drinkers to reduce alcohol intake inconspicuously.



Caleño Non-Alcoholic Spirit

RTD COCKTAILS

4

Ready-to-drink hard seltzers and other malt-based cocktails are exploding in popularity - largely due to their convenient portability and their fun, shareable packaging.

PACKAGING:

Hard seltzer brands in particular have embraced skinny, white cans with bright accent colors that convey their light (low calorie) and fun positioning.



Bon & Viv Spiked Seltzer



Sauza Agua Fuerte

INSTAGRAMMABLE CANS

5

Brands launching RTD cocktails are increasingly opting for design-forward cans with fun colors and patterns fit for Instagram.

PACKAGING:

This approach taps into the millennial desire for shareability and elevates the can-drinking experience, with the can serving almost as a fashion accessory that contributes to the user's overall aesthetic.



All Shook Up Cocktails



Cocktail Squad Canned Cocktails

2

BOTANICAL INFUSIONS



Ketel One Botanical Vodka

As consumers increasingly look for products with 'clean' and natural ingredients, we're seeing a host of new spirits enhanced with plants rather than artificial flavors.

PACKAGING:

Bottles and labels for these botanical spirits commonly include imagery and coloring that cue floral and natural.



Seppeltsfield Rd Distillers Gin

3

EXPERIENCE



Shaker & Spoon

Spirit brands are appealing to consumer desire for unique and premium experiences by introducing spirits with experimental ingredients, as well as subscription boxes curated by professional bartenders sent directly to consumers' doorsteps.

PACKAGING:

These formats embrace unconventional packaging, whether its high impact graphics to visually stimulate the senses or sturdy materials to ensure safe product delivery.



Desert Door Texas Sotol

6

ECO-FRIENDLY FORMATS

As sustainability increasingly enters the collective consciousness, brands are introducing innovative new packaging formats that minimize waste.

PACKAGING:

This includes paper cartons and recyclable plastic pouches that are lighter in weight, fold flat, and are more efficient to transport and stack in stores.



Beatbox Cocktails



Holla Vodka

We are passionate about the undeniable role that smart, compelling packaging plays in the success of new and refreshed products.

That's why we synthesize the key consumer trends and category movements for your brand—in order to develop packaging that connects with your target consumers and delivers an exceptional experience.

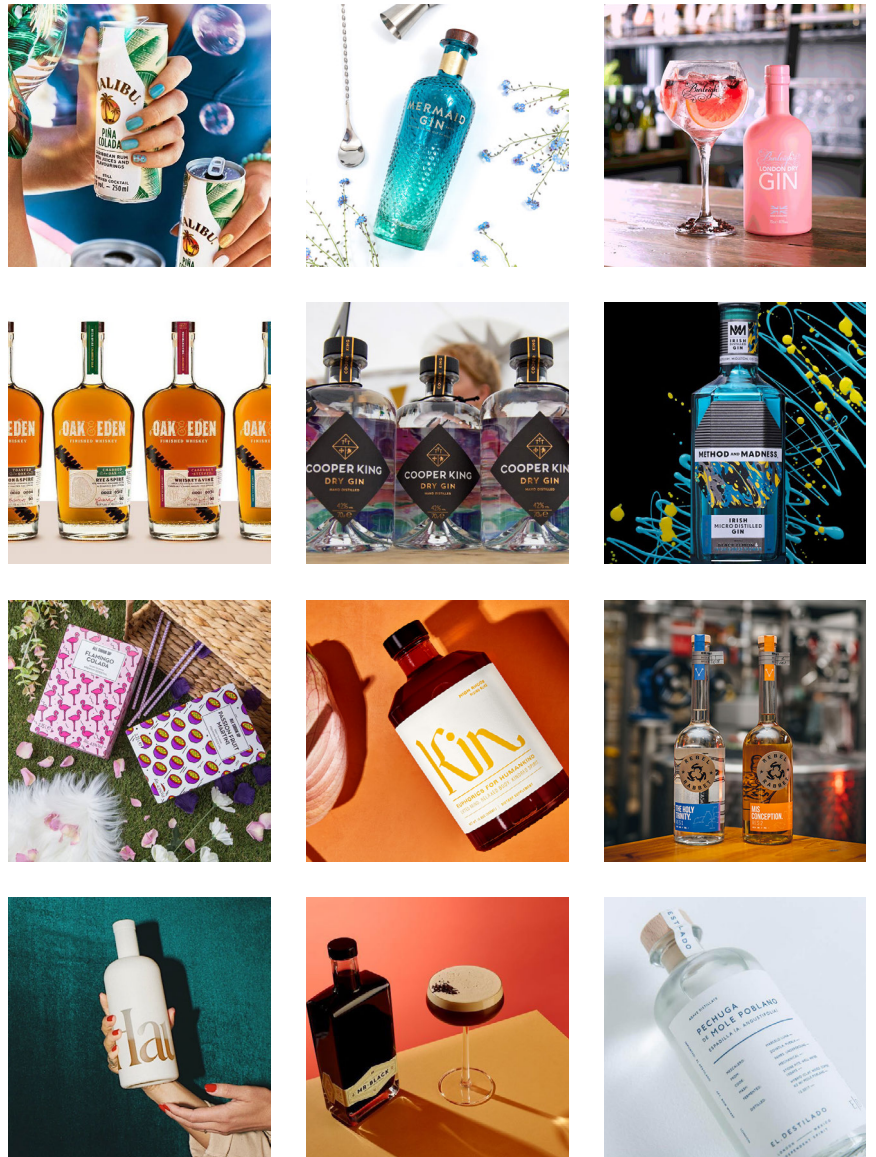
The Forefront of Packaging

We explore emergent cultural and category trends in order to recommend and develop consumer-preferred packaging solutions.

When you work with TricorBraun, you have access to world-class resources throughout all aspects of the packaging process. Our expertise includes everything to take your packaging from napkin sketch to retail shelf.

Whether you're looking for a stock package or a groundbreaking custom design, we work with flexibility toward the best solution for you.

If you have questions about this brochure or our services, please call 800-325-7782 or email marketing@tricorbraun.com



DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats



DEVELOP & SOURCE

Stock components, custom solutions, deco and labeling, supplier selection



DISTRIBUTE & MANAGE

Global footprint, managed inventory, logistics and service, reduced complexity



DELIGHTFUL EXPERIENCE

Quality assurance, speed-to-market, smarter solutions, limitless options



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