

KOPPARBERG

WELCOMING YOUR
CUSTOMERS BACK
TO THE

ON TRADE

WITH THE



ALCOHOL BRAND
AMONGST 18-34YR OLDS



NEW AT HOME

**DRINKING
HABITS ARE
SET TO CARRY
OVER INTO THE**

ON TRADE

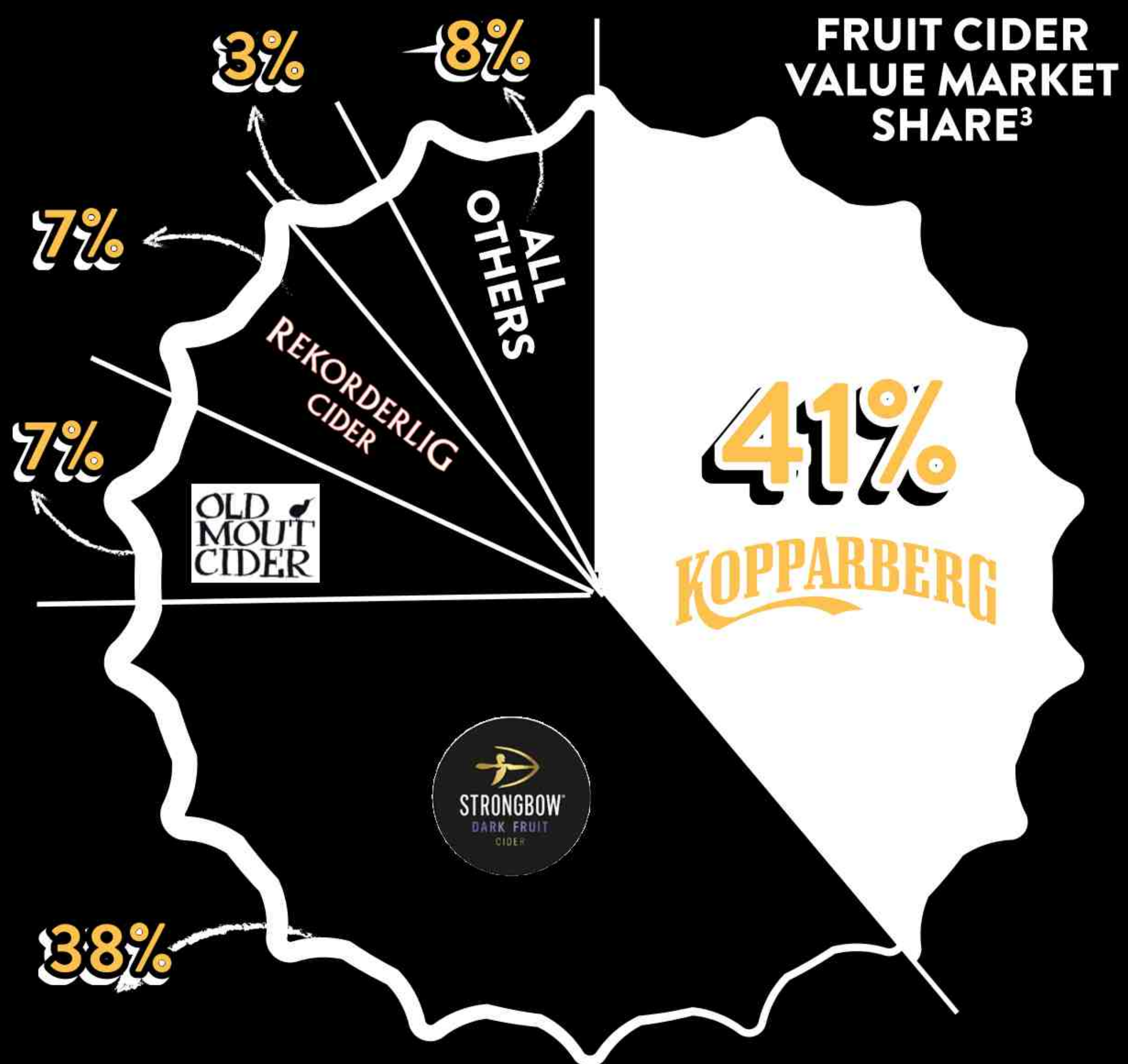


64%

OF DRINKERS WHO
CHANGED THEIR DRINK OF
CHOICE DURING THE FIRST
LOCKDOWN WILL STICK TO
THIS NEW BRAND WHEN THEY
RETURN TO THE ON TRADE¹.



KOPPARBERG ARE THE
BESTSELLING FRUIT CIDER
BRAND IN THE UK. ^{2,3}



KOPPARBERG SAW THE
BIGGEST GROWTH WITHIN
FRUIT CIDER AT **33%**; WHICH
ACCOUNTED FOR OVER HALF
OF ALL FRUIT CIDER GROWTH-
MORE CONSUMERS TRADED
INTO THE BRAND AND
THEY'RE STAYING!³



SUNSHINE

AND

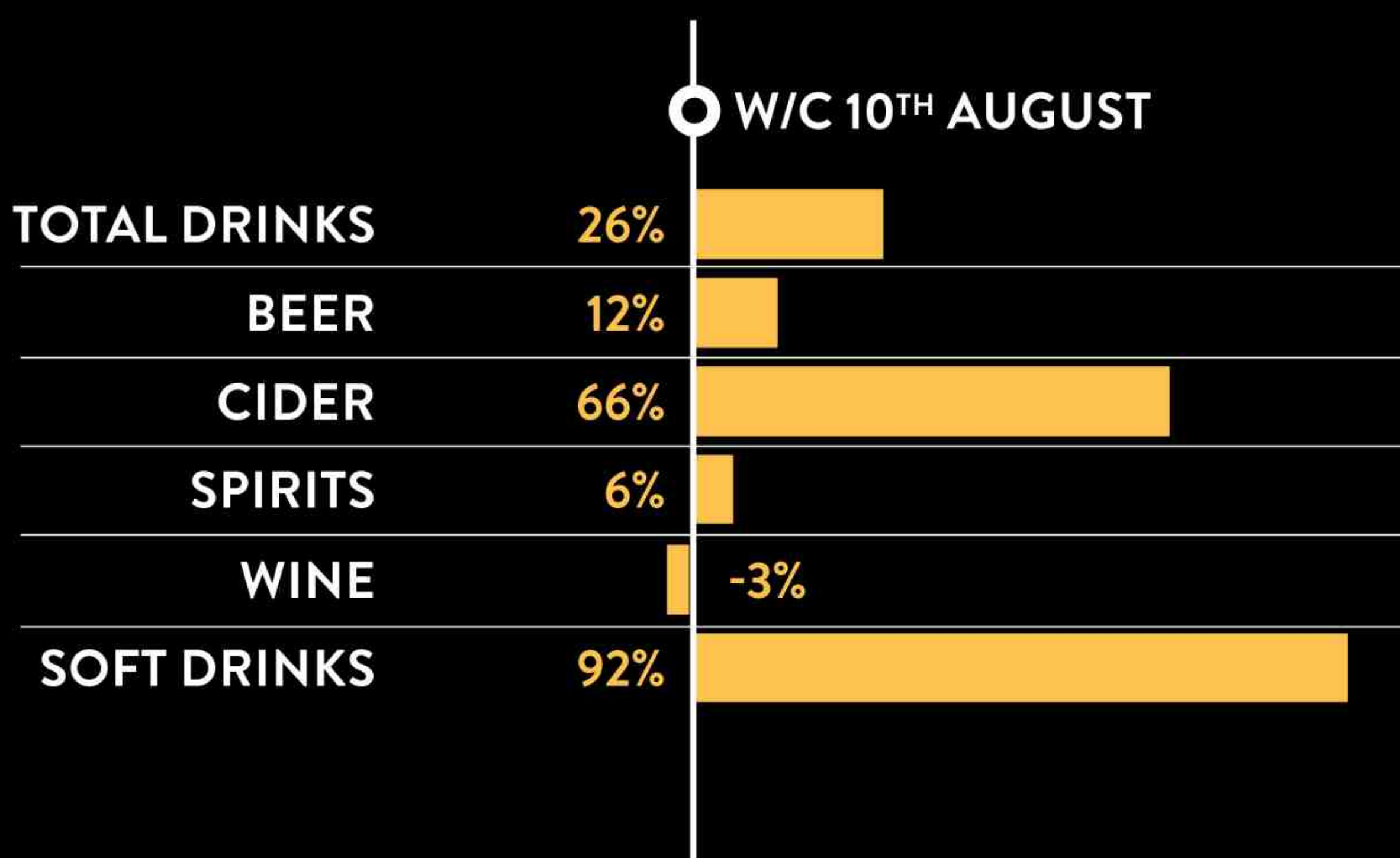
CIDER

**IS A MATCH
MADE IN
HEAVEN**



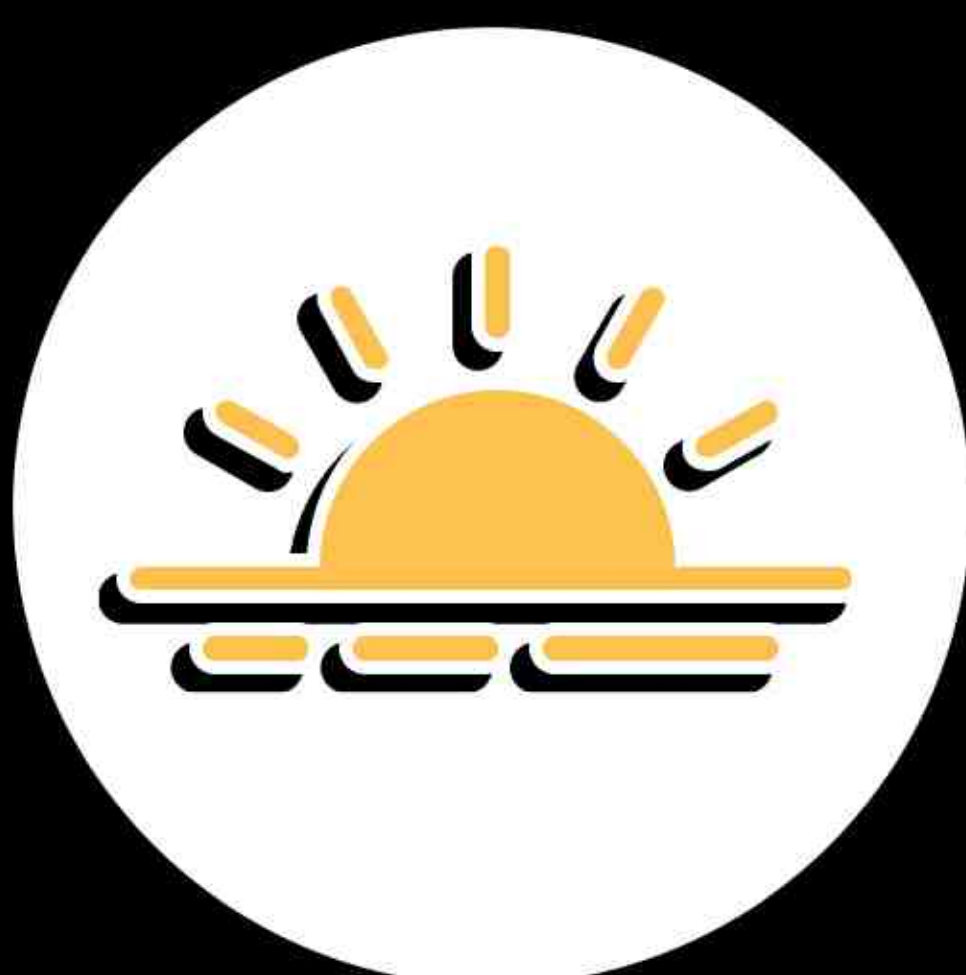


FOLLOWING THE FIRST
LOCKDOWN, FRUIT CIDER SAW
THE BIGGEST SALES INCREASE
OF ALL CATEGORIES, AS WELL
AS SEEING THE BIGGEST RISE
WHENEVER THE SUN SHINES AND
BEER GARDENS COME INTO
THEIR OWN.³



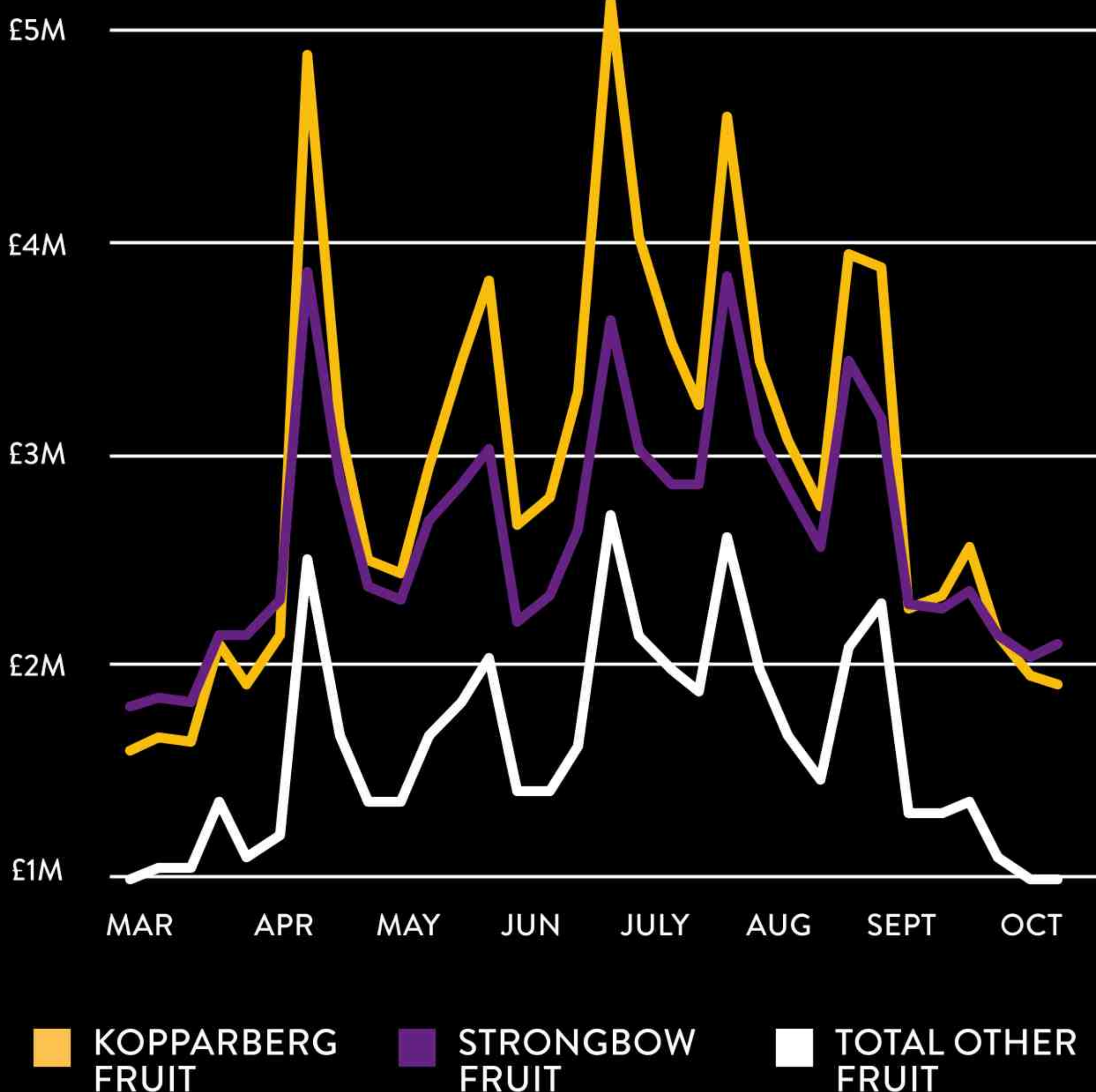
MONDAY-WEDNESDAY
SALES UPLIFT FOLLOWING
INTRODUCTION TO
EAT OUT TO HELP OUT.





KOPPARBERG IS THE
MOST **POPULAR** FRUIT CIDER
BRAND⁴ AND KOPPARBERG
GROWTH DRIVES THE
CATEGORY WHEN
THE **SUN** SHINES³.

FRUIT CIDER VALUE SALES³



DRINKERS
WILL BE
LOOKING FOR
GOOD VALUE
AND QUALITY
WHEN DRINKING
OUT OF HOME





PERCEIVED VALUE WILL BE
THE MAIN REASON FOR
DRINKERS CHOOSING A
DRINK IN THE ON TRADE¹.

COMPARED TO BEFORE
COVID-19, IT'S **MORE**
IMPORTANT TO ME NOW
THAT MY DRINK IS...

HIGH QUALITY

33%

39%

GOOD VALUE

BOTH!

29%





KOPPARBERG ARE SEEN
AS THE CIDER BRAND MOST
WORTH PAYING MORE
FOR⁴ AND ARE THE
PERFECT BRAND TO
DELIGHT THESE DRINKERS.



DRINKERS
AGED 18-34

WILL BE THE
FIRST TO
RETURN POST
LOCKDOWN





YOUNG DRINKERS
WERE THE **FIRST**
BACK IN THE ON
TRADE AFTER THE
FIRST LOCKDOWN;
46% OF 18-24s AND
55% OF 25-34s¹
VISITED THE
ON TRADE
IMMEDIATELY
AFTER
RESTRICTIONS
WERE LIFTED.



KOPPARBERG
HAS **MORE**
DRINKERS AGED
18-34 THAN ANY
OTHER ALCOHOL
BRAND⁴.





CIDER
DRINKERS
ARE
LOYAL



72%

OF CIDER
DRINKERS ORDER
THEIR FAVOURITE
BRAND AT THE BAR¹
FAILURE TO STOCK
THESE BRANDS
WILL DISAPPOINT
DRINKERS.



KOPPARBERG
IS THE MOST
REQUESTED
CIDER BRAND
IN THE UK
ON TRADE.



MAKE
KOPPARBERG

YOUR GO
TO FRUIT

CIDER BRAND

TO WELCOME
DRINKERS
BACK AND
KEEP THEM
COMING
BACK FOR

MORE



KOPPARBERG

CONTACT YOUR
SUPPLIER OR REGIONAL
KOPPARBERG SALES
TEAM MEMBER FOR
INFORMATION ON
PROMOTIONS.

FOLLOW US ON SOCIAL:

  **@kopparbergtrade**

drinkaware.co.uk for the facts



Sources:

1. CGA, Pulse Survey, 16/07/20 2. CGA, Cider market, 52wk/e P10 2020 3. IRI, Fruit Cider Market, 52wk/e 21,02,21
4. Internal Brand Tracking, Gusto Research, Omnibus survey (2064 sample size), August 2020