BEVERAGE STRATEGY

A beverage that lacks a purpose lacks a market.

Why every food and beverage brand needs a clear drink occasion, and how to find yours.

Marc Drucker

THE WORST ANSWER POSSIBLE

Ask a founder when someone should drink their new beverage. Too often the answer is “Anytime.”

Morning, noon or night. Before the gym and after. Alone or with friends. It makes great projections. In practice, there is no market at all.

EVERY SUCCESSFUL BEVERAGE BRAND HAS A CLEAR OCCASION

Red Bull	Energy when you need it
Coconut water and Pricklee	Healthy hydration when you are thirsty
Coke, Pepsi and Poppi	When you want refreshment
Stella Artois	Dinner out
Michelob Ultra	Active socializing
Budweiser	Watching the game
Bud Light	Casual get-togethers

WHO IS NOT WHEN

“Health-conscious millennials” is not an occasion.

An occasion is a moment: **who** is drinking it, **what need** it meets, **when and where** they drink it and **why they choose it** over what they would have had otherwise.

WHEN YOU DON’T FIT A CATEGORY

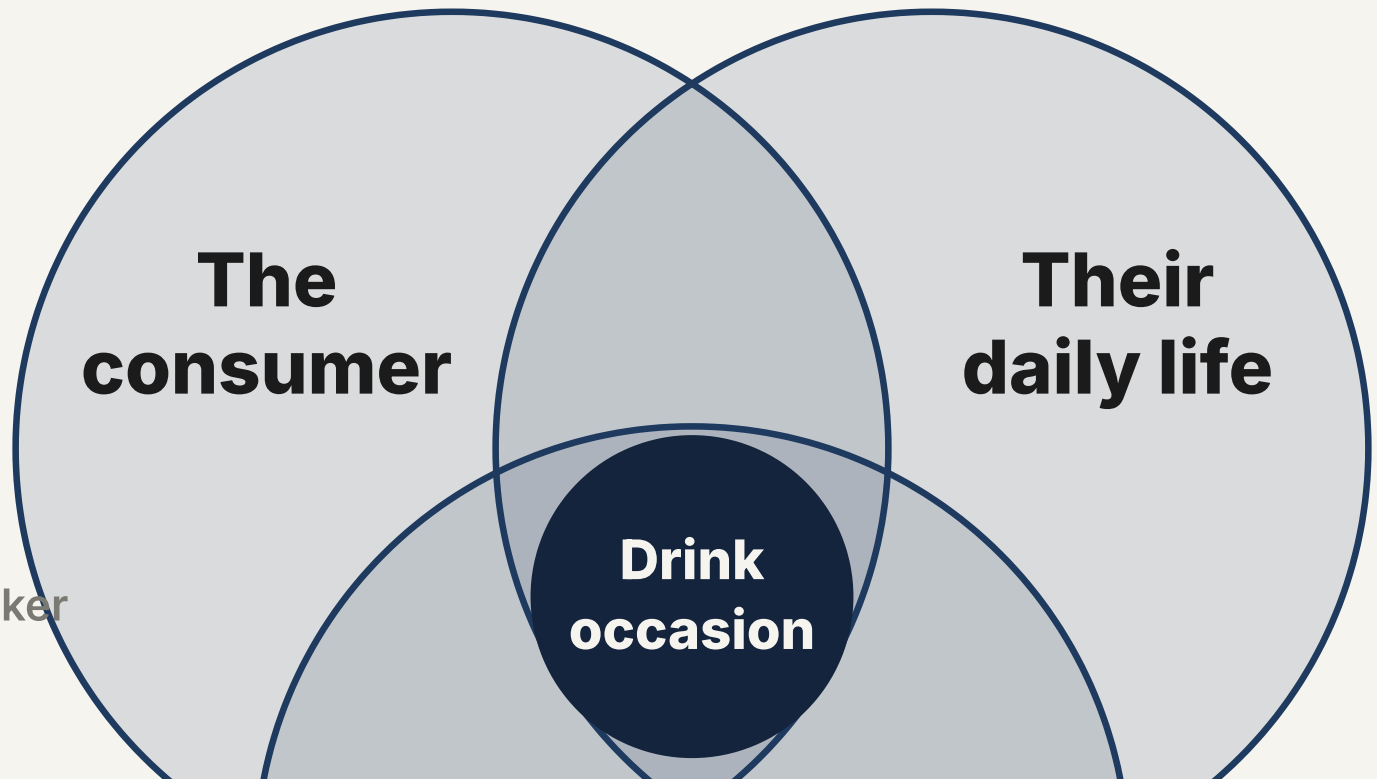
No established category means three problems at once.

Shoppers don’t know when to drink it.
Retailers don’t know where to put it.
Marketing tells several different stories.

The category was new. The occasions were not.

Athletic Brewing didn’t ask drinkers to understand non-alcoholic beer. It tied it to moments they already had: training, staying sharp the next morning, being present at a social event and Dry January.

FINDING YOUR DRINK OCCASION



FOUR MOVES TO OWN YOUR OCCASION

1 **Choose one primary occasion**

Not the largest one. The one you can own.

2 **Make the product fit the moment**

Pack, format, temperature and price. Uncrustables went fridge-friendly and 72% of users said they would eat it more often.

3 **Let the occasion decide where you sell**

Be where the moment happens, and in the same set at every retailer.

4 **Make marketing name the moment**

Show the moment, sample in the moment and repeat it until it sticks.

Own a moment before you try to own a category.

It decides what you make, where you sell it, what you say and how you measure success.

Full piece: marc-drucker.com