

The right combination for the right spirit

Flavored beer drinks are conquering the gastronomy scene



“Flavored beer drinks are creating new taste experiences without bidding adieu to German brewing traditions, because the beer is naturally (...) being brewed in accordance with the (German) Purity Code” – that’s the latest statement from the Germany Brewery Federation on what’s currently the most successful product in the beer market.

In Germany, a flavored beer drink is defined as a combination of beer and a soft drink or a beverage syrup. The difference between classical flavored beer drinks and today’s “in” beers, which are being launched in a seemingly endless succession of new taste versions, consists of the ingredients and/or flavorings that are used. The traditional products consist of beer and an established soft drink. The newer flavored beer drinks, on the other hand, can contain ingredients and/or flavorings that haven’t previously been employed in this form in soft drinks.

The trend in flavored beer drinks is toward products that offer uncommon flavors, on the one hand, right through to beers that feature functional added benefits.

Movement in the beer market

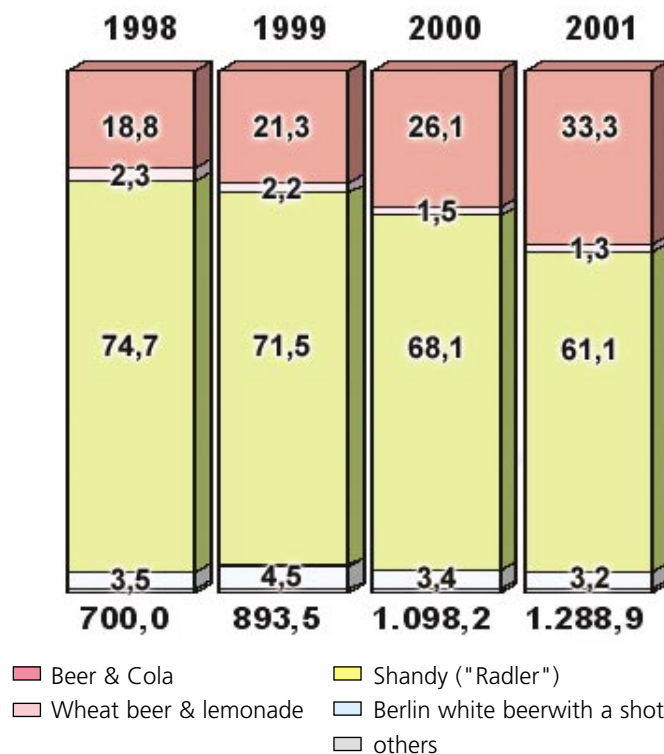
A look at the way the data from consumer research organization GfK is structured shows it clearly: In 1997, a separate beer category was created for flavored beer drinks (beer + soft drink

now reached 1288.9 thousand hectoliters.

There’s movement in the beer market, and there will continue to be changes in the years to come. One reason for this development is a change in attitude on the part of consumers. Constantly on the lookout for new experiences and sensory sensations, consumers are changing brands, products and, last but not least, where they buy them. In order to be able to

Flavored beer drinks Germany

Amount in thousand hectoliters



Source: GfK – InfoScan

or beer + syrup). This is a segment that has been posting steadily rising growth rates, e.g. 17.4% in 2001; the volume of these products sold through food retailers and cash & carry markets has

continue to operate successfully in the marketplace, brewers have to respond to this new consumer pattern, increasingly develop innovative concepts and turn them into specific products.

Convenience and refreshment

The classical flavored beer drinks consist of two components: Beer (lager, wheat, pilsner or bock), on the one hand, and a soda, non-carbonated



juice drink or other soft drink, on the other, with the two components being combined in a ratio of 1:1 or 1:2.

Flavored beer drinks thus satisfy two important requirements: They reflect the consumer's need for convenience – because the products are ready to drink – and they cater to the desire for reduced-alcohol enjoyment.

Uncommon combinations

The new flavored beer drinks, on the other hand, mostly cater to entirely different consumer needs and wants: Younger consumers, in particular, are constantly on the lookout for a totally new kick: They prefer individual drinks with a high alcoholic content. They tend to have negative associations with beer; it's considered to be "uncool," the drink favored by their parents' generation.

This younger generation of non-beer-drinkers represents a growing consumer group that's looking for individual, trendy drinks – and finding them. The "in" pubs, bars, discos and restaurants are catering to these wants and offering innovative, out-of-the-ordinary combinations. Examples include beer & vodka and Red Bull, beer with Italian herbal liqueur, beer & rum from the Caribbean, beer & tequila and lemon or beer & whisky.

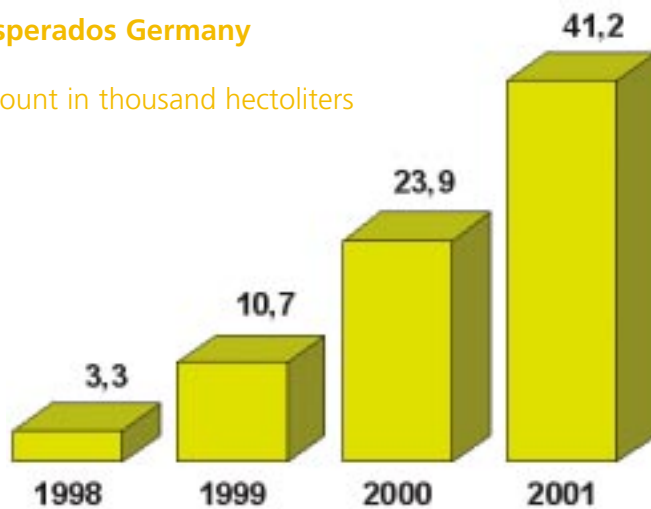
Desperados – a drink with cult character

One product that's already set a milestone among the new flavored beer drinks and that has advanced to become a true cult product is Desperados. Beer, brewed in bock beer strength, serves as the base. It's then mixed with the taste profile of tequila, which is highly trendy at the moment,

and flavored beer drinks. Beer + Energy + Pep = Pure Power. Synergy stands for a combination of beer and a mixed drink, and tastes like Italian Bitter Orange. Season puts variety into the product line by alternating between seasonal flavored beer drinks: Cool Summer & Winter Punch – the right beer for every season.

Desperados Germany

Amount in thousand hectoliters



Source: GfK – InfoScan

and rounded out with the popular taste of citrus fruits. The product comes in longneck bottles.

Creative concepts: BEER'N SPECIALS

Haarmann & Reimer has developed an innovative drink concept for the brewing industry with which it is continuing the trend of successful flavored beer drinks: BEER'N SPECIALS debuted last year at drinktec in Munich.

The BEER'N SPECIALS line includes Energy, Synergy and Season – the new products that the H&R Center of Expertise for Beverages has created especially for this market segment. Energy unites two of the highest-growth segments in the non-alcoholic and alcoholic sectors: Energy drinks

Because the Center of Expertise for Beverages in Nördlingen constantly has its finger on the pulse of the market, it's able to identify and pick up on trends early on. This is how innovative concepts take shape that are precisely tailored to consumer needs.