

TAPPING INTO THE TRENDS

AS DRAUGHT BEER SALES FACE INCREASING PRESSURE FROM CHANGING CONSUMER TRENDS, THE ON-PREMISE MARKET IS PRESENTED WITH ALTERNATIVE PRODUCT INNOVATION TO KEEP PATRONS ORDERING OFF TAP.

WHY WINE ON TAP?

The perception of wine on tap is changing amongst operators and the wine drinking community alike. What was once deemed as a 'cheap and nasty drop' is now starting to revolutionise the way we drink wine by the glass.

Zero wastage – the clear standout benefit is that no wine is ever wasted. No more half open bottles to throw out because the wine is oxidised.

As the winemaker intended – you can be sure that you are savouring the exact style and characteristics the winemaker wanted. With the use of premium stainless steel kegs, you can guarantee the wine is preserved in its optimum condition once left the winery. It also significantly reduces 'bottle shock' as filling 20 litres of wine is less stressful on the drop and quicker to recover than 750ml bottles. More importantly, the wine is never spoiled from oxidation or cork taint.

Increased profitability and sustainability – by eliminating bottles and all the associated packaging, hoteliers can reduce their carbon footprint at the same time as increasing their profitability. Each reusable 20 litre stainless steel kegs eliminate 26 bottles into landfill and removes the hassle and cost of disposing empty bottles. In addition, wine on tap increases staff efficiency as the time and costs associated in storing, replenishing stock and opening bottles is significantly reduced.

The creation of **TAP Wines** was inspired by these advantages and aims to deliver a fresh approach to drinking quality wine by the glass.

"Our innovation and commitment to delivering a quality product at every point was critical to this new concept," says managing director Andrew De Angelis.

"Our distinct branding and towers, combined with our premium stainless steel kegs is the backbone of our product. Most importantly, we wanted to supply the market with good quality wine and allow all consumers the ability to drink a true representation of the varietal. We source our wines from premium wine growing regions around the world and respect the winemaking process at every point."

MIXING IT UP

When it comes to cocktails, pre-mixed options are far more cost effective and convenient for pubs in terms of staff requirements, time and stock monitoring.

Mister Mixer's revolutionary concept, a range of eight cocktails that take seconds to serve, makes it easy for busy venues to range crowd-pleasing, high-margin cocktails.

Mister Mixer is the creation of young Melbourne entrepreneur, Valjean Boynton. Boynton saw opportunity in solving the issue he'd witnessed at large, busy bars and events across Australia, no one – from consumers to bar staff or venue owners – is prepared to wait for made-to-order drinks.

"When a good bar experience is all about speed, cocktails are simply excluded from the mix," he says.



Mister Mixer taps



You can serve a Mister Mixer cocktail in less than ten seconds

Draught cocktails facilitate short wait times at the bar, precise measurements and consistent product quality with a 400 per cent margin.

The cocktails are made the old-school way, using traditional recipes and mixology techniques. The point of difference is that its cocktails are crafted in small batches, then decanted into 30L kegs.

Keg technology enables bartenders to serve 'proper' cocktails through existing beer taps in less than ten seconds. This facilitates short wait times at the bar, precise measurements and consistent product quality with a 400 per cent margin. Bar staff do not need any special cocktail training, and traditional cocktail cues are retained through using recommended glassware and garnishes.

Mister Mixer will soon start distributing through ALM, making it easier for venues to access the range.

OVER BEER?

Canadian Club & Dry Draught has positioned itself amongst Australia's biggest beer brands as a refreshing alternative to beer, and has found a following amongst beer drinkers and non-traditional dark spirit drinkers alike.

Canadian Club & Dry Draught is made with smooth Canadian Club Whisky and crisp dry ginger ale and provides a refreshing alternative to premium draught beer and cider.

Lightly carbonated, C.C. & Dry Draught is a convenient way for consumers to enjoy the fastest growing RTD trademark in Australia, and the fastest way to enjoy higher margins and more profits. Importantly, the growth of C.C. & Dry Draught is being driven by consumers who are non-regular RTD drinkers, providing incremental growth opportunities.

Launched in December 2012, C.C. & Dry Draught is now poured in over 500 venues across Australia and is available in 30L and 50L steel kegs.

Tiffany Madsen, brand manager of Canadian Club, says that it was generated from a growing opinion that beer was boring and predictable.

"Canadian Club is a quirky, different brand that offers something to drinkers who don't just want beer. It's a light and refreshing easy drink, served over ice with a slice of lime," Marsden says.

Unlike traditional beers, Canadian Club & Dry is marketed to both men and women, with an advertising campaign focusing on the choice made at the tap, and the successful 'Over Beer?' slogan.

"As a core part of the brand strategy, the now Serving C.C. & Dry Draught through the beer taps is taking the brand to a whole new consumer set on-premise," Marsden says.



TAP Wines' 20 litre kegs



Canadian Club & Dry Draught

DRAUGHT BEER SALES FACING TESTING TIMES

Discounting on packaged products and twice-yearly excise increases on beer is having a significant impact on beer consumption patterns in Australia, according to **Coopers Brewery**.

Coopers national sales and marketing director, Cam Pearce, says a definite trend has emerged towards greater consumption of packaged products at the expense of draught beer across Australia.

"Coopers has certainly noticed the change as it has been reflected in our production figures," he says.

"While we are making and selling more beer, this increase has come from packaged beer, rather than bulk, or kegged beer."

In 2013-14, Coopers' total beer sales for the year increased 8.1 per cent to a record 75.3 million litres.

However, total bulk or kegged beer sales had fallen 1.5 per cent, while packaged beer sales had risen 10.3 per cent.

Pearce says bulk, or keg sales, represent 17.5 per cent of Coopers' total volume in 2013-14, compared with 19.2 per cent the previous year, with this fall expected to have continued in 2014-15.

"It is a trend which has been accelerating in recent years," he says.

"While Coopers continues to provide strong support towards the on-premise market, especially for Coopers Original Pale Ale, where sales remain very strong, the figures speak for themselves."

Pearce explains hotels that had successfully established themselves as destinations, still had strong draught beer sales, but many other hotels now appeared to be increasingly relying on their bottle departments.

He says draught sales were being affected by the increased number of home bars and home theatres being built which encouraged people to stay at home rather than travel to hotels to socialise.