

Setting The Bar High In Better Understanding Customers' Needs



James Robinson

Senior Director for Insights for UK & Europe



Paul Thomas

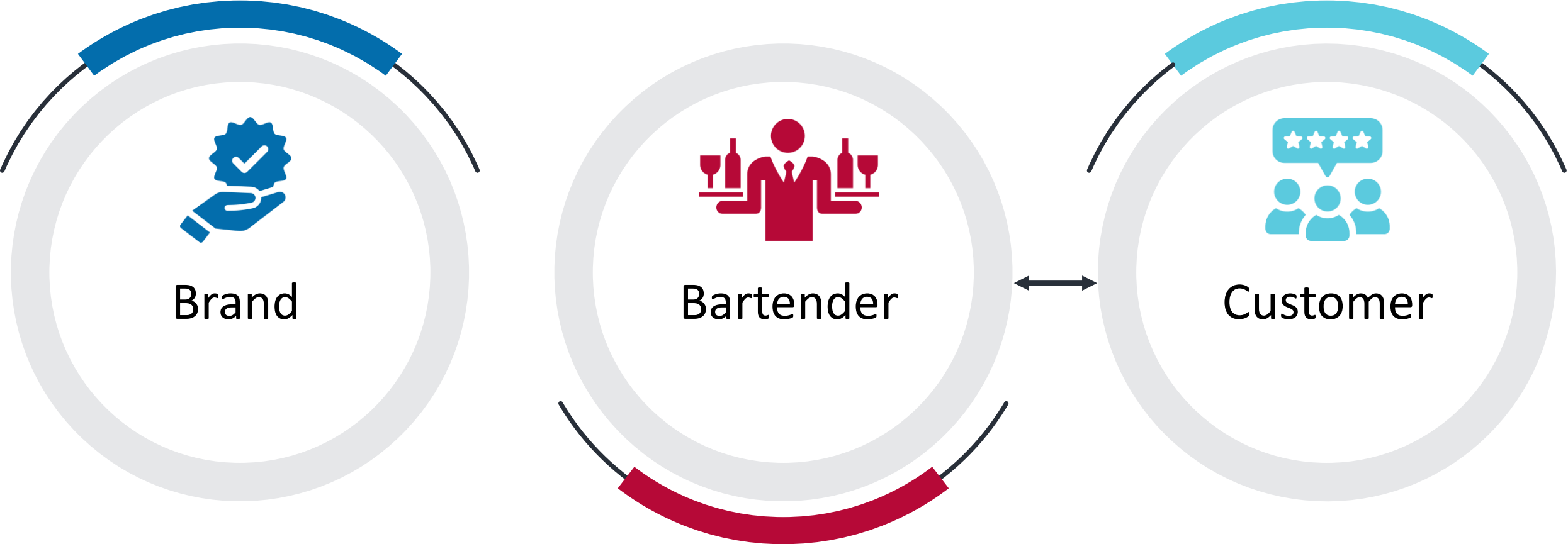
International Insight Director and Global Head of Shopper Insight



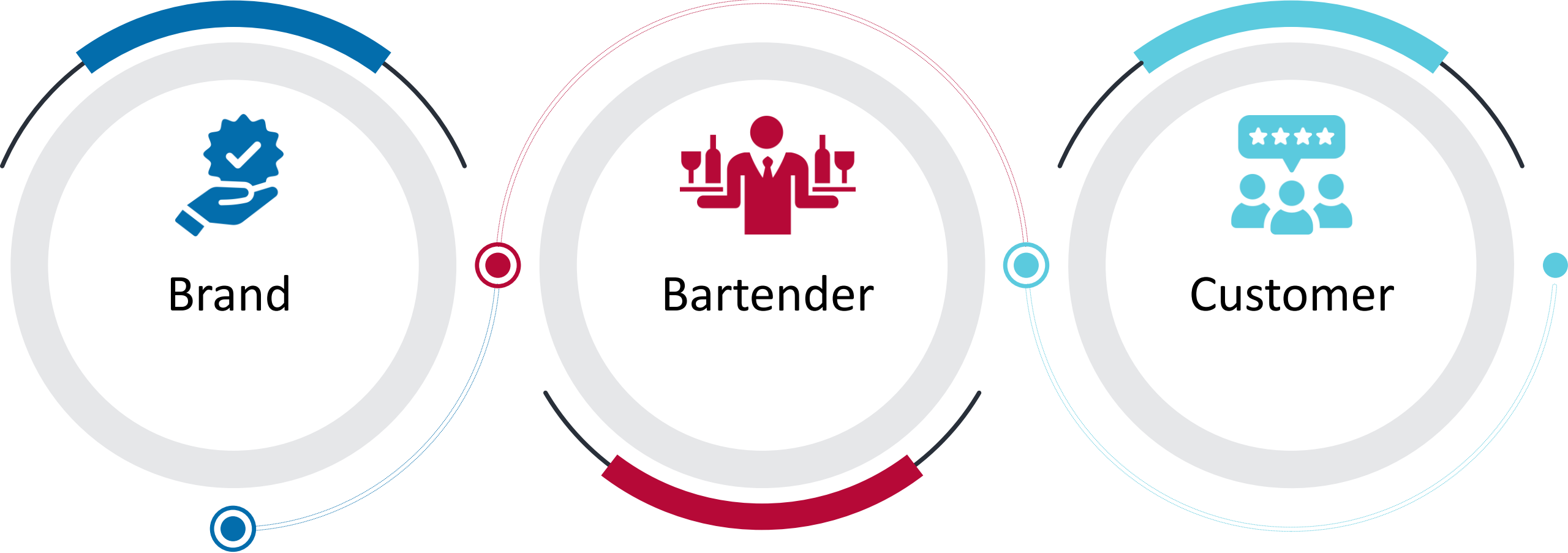
Alcohol brands tend to focus the majority of their attention on the consumer



But in the world of spirits and on-trade, bartenders play a pivotal role and are a key interaction point with end-customers



And better understanding bartenders brings brands closer to end-customers



“A bartender is like a tailor that needs to build a drink that suits each person perfectly”

Our research challenge was on how to better understand bartenders' needs

Bartenders are a **hard-to-recruit** target market

**Focus was on bartenders
in London**

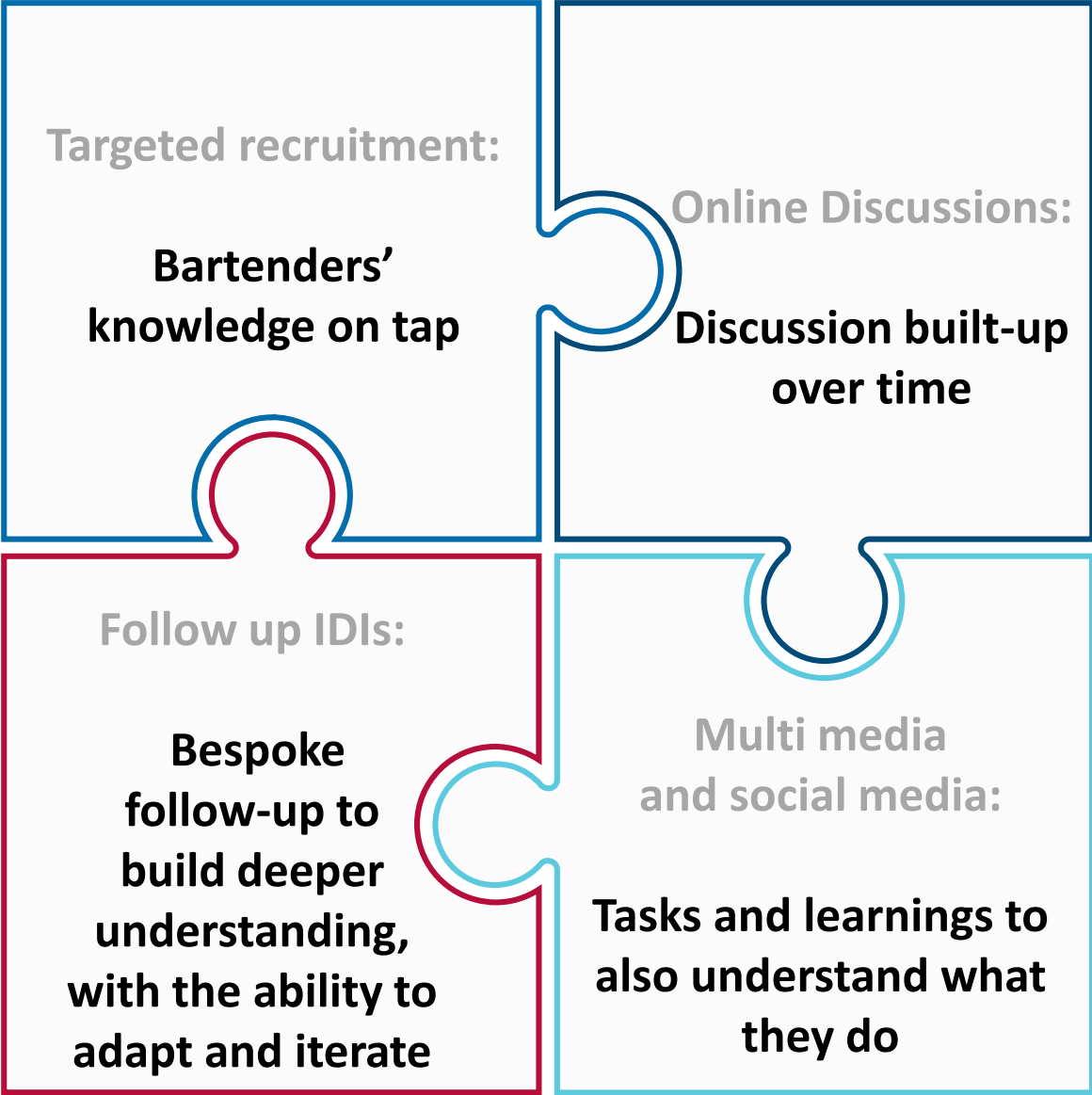
**From semi-skilled to
skilled mixologists**

They have **limited
time** and
challenging work
schedules

We needed to get
below the surface
with **deeper
understanding**

We wanted to
understand **what they do**
as well as what they say

Our solution was 360 degree understanding designed with bartenders in mind



We connected with bartenders to test 3 hot topics ... are these myths or reality?

01

Industry belief #1:

What bartenders want from brands is **expertise** on how to sell our brands

02

Industry belief #2:

Bartenders want **branded POSM** (glasses, posters, furniture etc)

03

Industry belief #3:

Brands need to list **more low alcohol** options

The product story is king

“—
| Guests are **thirsty for details** of
what they are drinking |
—”

“—
| A **story behind the drink** or the
spirit is very important and
captivates the attentions and
curiosity of the guest. |
—”

“—
| **Storytelling is the best thing** that
you can do in terms of selling
your product. So the more you
know about the product, the
easier it is to sell it.

If you've got people from
Bermuda, you start talking about
rum from Bermuda, or different
kind of rum. They feel at home,
even if they're in London, so it's
easy for me to sell it. |
—”





01

Industry belief #1: What bartenders want from brands is expertise on how to sell our brands

Bartenders want to build a personal rapport with their customers and in turn they also want to build a personal rapport with brands

The single biggest tool they want at their fingertips is a **good story** to build **universal connection**

Focus on product-related aspects and stories
Provide training on relevant and appealing formats

**POSM can be important,
but HAS TO fit**

“—
| *We get glassware but that goes to team members. Needs to be a particular style to use* |
—”

“—
| *Okay, I prefer to, let's say, tell them what do I need, I send them the link of what do I need, and they pay for that. If they send me like a branded shaker, or whatever it is, if its not good quality, honestly, I'm not prepared to use it.* |
—”

“—
| *I prefer face to face contact, I don't like when they assume that I have to take their products* |
—”

“—
| *It doesn't fit to the bar. If they come to me with like, a small pin that represents the brand, it's fine. I can use it. I can give it to the customer, but whenever they come with something to put on the table or a big poster to put outside, it's something that I don't like. For the place where I'm working, it lowers the impression of the bar.* |
—”





02

**Industry belief #2:
Bartenders want branded POSM
(glasses, posters, furniture etc)**

POSM is effective IF it enhances rather than detracts from the aesthetic of the drinks, the surroundings and experience

POSM needs to be curated to bartenders' needs and has to enhance the visual aesthetic and experience that they are creating

Engage with selected bartenders to provide the items that they want, with customisable elements

03 Industry belief #3: Brands need to list more low alcohol options

Its about creating,
even for low alc

“—
| You want the **standard to stay high**. If someone doesn't drink, you want them to come back to your bar knowing your **non-alcoholic cocktails are amazing**.
—”

“—
| So low alcoholic drink is basically like if I making a drink with the tequila, I'm not going to use a 60 ml or 50. I'm just going to use a 15 or 20 ml. That's it. **Rather than I use some low alcoholic spirit**. Then Prosecco, if someone wants to use wine, they can use wine, soda, any spritzer.
—”



“—
| When mixing cocktails with lower ABV spirits, you **typically add less of the spirit than in a classic serve**. Spirit categories like vermouth, sherry, and certain liqueurs are well-suited. Brands like Lillet, Cocchi, and Aperol are used. Consumers are satisfied, as it allows them to enjoy flavourful cocktails with less alcohol content.
—”

“—
| We can use **spirit or liquor with less alcohol and flavour as well**. We can use a vodka and gin as well but use less and make a little bit longer and refreshing. We work around it.
—”

Targeted recruitment

Online one-on-one discussions

Follow up IDs

Multimedia and social media

03

Industry belief #3: Brands need to list more low alcohol options

Bartenders want to delight customers with their creativity, balancing flavours and ingredients expertly, regardless of how much alcohol is in the drink

Cocktails are a category that lends to variation of alcohol composition... spritzers, mixers enable creative drinks at any level

Provide recipe guidance, mixers, garnishes, glasses and equipment to create long drinks for all consumers

Three key actions were recommended for Suntory Global Spirits

01

Provide bartenders with **product stories** to **connect with customers**

02

Partner more closely with relevant bars to provide **POSM** that is **needed and used**

03

Provide **guidance** on how to **optimise existing spirits, mixers and ingredients** to create amazing low and non alc drinks

Having on tap access to bartenders with our approach therefore equips Suntory Global Spirits to better deliver to end-customers' needs in an agile way

ACCESS FOR FAST ACTION

Immediate and bespoke
access to engage with
bartenders



WINNING IN THE FUTURE

With the ability to **sense check** and
optimise the brand offer **across**
markets with **speed** and **agility**





Redefining Reach and Insights

VISIT BORDERLESS ACCESS AT
BOOTH #120

THANK YOU

OUR OFFICE LOCATIONS



www.borderlessaccess.com



connect@borderlessaccess.com