

# CANNED WITH CRAFT

Gone are the days of super sweet **ready-to-drink cocktails** filled with cheap, artificial ingredients – craft has officially come to the canned cocktail community! Get the lowdown on this boozy boom of delicious on-the-go serves and discover how brands achieve bar quality beverages no matter where they're enjoyed

Whilst canned drinks have been around for centuries, ready-to-drink cocktails, or RTDs as they're known in the drinks industry, really began their boom in the 2010s. Heavy industry hitters noted the need for alcoholic drinks you can enjoy on the go and, can by can, we began to see them line the shelves of supermarkets around the country.

It wasn't long before the category began to extend beyond basic G&Ts and spirit and mixer serves, with ready-to-drink cocktail sales booming by 226% from 2016 to 2021. Propelled by the fast paced modern lifestyle, a growing desire for convenience and the limited drinking-out options of the pandemic, canned cocktails quickly made their mark on the industry and are very much here to stay.

Now, new, independent brands are taking the reins and carving space for craft in a category previously dominated by sugarfilled cans from big corporations – here's how they're doing it.



## Flavour Focus

Driven by a widespread thirst for quality, as well as a generational shift towards a more health-conscious way of drinking, brands are increasingly focused on achieving great flavour with natural, better tasting ingredients.

Take **MOTH**, the canned cocktail brand that's now a supermarket staple for premium RTDs. By partnering with award-winning spirits brands, MOTH harnesses the smooth flavours of premium craft spirits to take their tipples to the next level. With its Aperitivo Spritz and Pink Gin Fizz, MOTH has teamed up with Tarquin's Cornish Gin to create canned cocktails that support an independent distillery and deliver great flavour while doing it.

In the world of wine, canned wine company **Vinca** have put in the legwork to bring exceptional organic wine to people all over the world. By carefully selecting their wines from organic vineyards on the west coast of Sicily, Vinca ensures every can is free from artificial and synthetic chemicals, herbicides and pesticides. Its award-winning Organic Red Wine blends 80% Nero d'Avola and 20% Frappato – two traditional Sicilian grape varieties – for a superb sip that's packed with organic ingredients.

Now more than ever, it's clear that brands are working harder to prove great flavour doesn't mean artificially enhanced, and that it's possible to sit back and let natural ingredients do the work for you.



## Eye-Catching Cans

Along with lipsmackingly good liquids and an elevated ethos, brands are paying close attention to their designs in an effort to showcase the quality of their product.

At The **Drinks Bureau**, the team has channeled its wealth of industry expertise and cocktail know-how into a delicious range of RTDs, and shows off its fun-loving spirit through its playful branding. Bold and bright, your eye is immediately drawn to The Drinks Bureau's cocktail cans that promise a sipping experience that's just as vibrant. Its scarlet red Dirty Shirley reflects the fresh, punchy flavours inside and the cheeky boozy twist on the modest Shirley Temple – proving that personality and flavour can go hand in hand.

The sleek, sophisticated yin to The Drinks Bureau's bright and colourful yang, **MOTH's** moody branding is bringing a fresh, chic look to the canned cocktail world, appealing to a minimalist audience that savours simple and sustainable quality. Cocktail company Tom Savano has used its can designs to draw attention to one of its core brand beliefs – that every cocktail brings with it a unique moment of enjoyment – while Pimentae brings their flavours to life with bespoke artwork created by a Bermuda-based artist.

From the polished designs of Tom Savano to the intricate illustrations of **Pimentae**, RTD brands are levelling up their look and feel and changing the face of on-the-go drinking to reflect the rise in care and quality.

## Sustainability Matters

In keeping with the higher standards many businesses are setting themselves, many RTD brands are keeping sustainability at their core.

**Vinca's** commitment to exclusively sourcing organic wines is an inherently eco-conscious practice that reflects the brand's wider dedication to sustainability – something that drove their decision to sell wine in a can. By choosing lightweight, recycled cans over glass bottles, Vinca reduces its shipping weight by 12 times, significantly lowering the environmental impact that has long plagued the wine industry.

**MOTH** is also on a mission to lead by example, achieving its B Corp Certification in 2023 but continuing to strive to be kinder to the environment regardless. London-based tequila RTD brand Pimentae are also aiming for their B Corp Certification, and in the meantime are committed to 100% recyclable packaging and monthly donations to a not-for-profit organisation that improves the lives and environment of rural Mexican communities where heritage agave spirits are made.

With each sustainability initiative, brands are reinventing the RTD space into a category that cares about making a difference – so each delicious drink goes far beyond enjoying a craft cocktail.





### Claiming a Category

Canned cocktails aren't the only category experiencing a surge in popularity, and brands are increasingly exploring these trendy tipples while carving out a niche for themselves in RTDs.

**Pimentae** preempted the rise of agave spirits in the UK with its trailblazing range of RTDs that showcases the true taste of craft tequila, all the while making it easy and accessible for people to enjoy. With each cocktail can, Pimentae aims to tell the story of Mexico and the heritage and craft behind a previously misconceived spirit – perfectly epitomised with its delicate and refreshing Cucumber Margarita.

Similarly, **Mocktails** has pioneered non-alcoholic offerings in the RTD space, launching a range of delicious canned serves that has all the flavour and expertise of a craft cocktail, minus the booze. The world's first nitro ready-to-drink non-alcoholic cocktail range, the brand has packaged its cans with an embedded nitro widget at the base that releases nitrogen bubbles when opened – replicating the mouthfeel of a shaken cocktail and further enhancing the drink's aromas and flavours.

Brands putting themselves at the helm of spirits trends through innovative RTD ranges is proving to be the key to success, and we can expect to see more of this as the spirits industry continues to evolve.



### Savouring the Moment

Whilst every RTD brand is bringing something different to the canned cocktail market, they all have one important thing in common – they prioritise the moments that bring people together over a drink.

This is what sits at the heart of the ready-to-drink cocktail boom – the notion that whether you're on a beach gazing at the sunset, listening to your favourite band at a festival or even sitting at home catching up with a few friends, every moment deserves a delicious cocktail (or mocktail) to enjoy with it. Aptly put by **Tom Savano**, 'the world needs more beautiful cocktail moments' and, thankfully, RTDs are here to give you them.



### Get our Ready-to-Pour Perfection Box

Experience the delicious craft drinks mentioned above and get your hands on the ultimate summer cocktail experience with our Limited Edition Ready-to-Pour Perfection Box. Simply chill, shake and pour! Head to [craftginclub.co.uk/collections/limited-editions](https://craftginclub.co.uk/collections/limited-editions) or scan the QR code below to buy your box today.



# COCKTAILS ON THE WATER

Dreaming of a crisp cocktail aboard a tranquil riverboat bar? Well, now you don't have to dream! Discover **6 O'clock Gin** at The Glassboat, a Bristol-based distillery serving up summer tipples in a one-of-kind waterside venue

## 6 O'clock Gin at The Glassboat

Located right in the heart of Bristol's winding waterways, The Glassboat is 6 O'clock Gin's showcase venue. Serving up delicious gin and cocktails showcasing 6 O'clock Gin's stunning range of exquisite craft spirits, this beautiful bar on the water is the summer destination of your dreams.

Settle down in the bar's cosy interior and gaze out at the peaceful waterways while perusing the extensive menu of craft cocktails, delicious snacks and so much more. If you're opting for a simple G&T, choose from 6 O'clock Gin's range of expressions and select a perfectly paired Double Dutch mixer to go with it. Whether you go classic with a 6 O'clock Gin London Dry, savour some spice with 6 O'clock Gin Brunel or push the boat out with an adventurous tippie of 6 O'clock Gin Mango, Ginger & Lime, their sumptuous selection guarantees a gorgeous sip.

When you're ready to move onto a cocktail, you'll have ample delicious choices. The Glassboat's range of curated serves explores bold flavours that beautifully highlight 6 O'clock Gin's range, from its Damson Spritz to its Elderflower Bramble. Along with a range of classic tipples that also harness the flavours of the range, this carefully crafted cocktail menu has something to suit any palate.

And the tasty tipples don't stop there! Once you've had your fill of craft cocktails and riverside views, you can drop into the onboard shop to pick up any of the delicious spirits you've sampled. You'll also find a range of bespoke barware and glassware, ready-to-drink cocktails and tasty liqueurs to deck out your bar with.

Visit [6oclockgin.com](https://6oclockgin.com) for more information and book your next cocktail adventure at The Glassboat.

### Exclusive Member Offer

Did you know that 6 O'clock Gin is offering Craft Gin Club members an exclusive discount on its distillery experiences? Visit [craftginclub.co.uk/memberoffers](https://craftginclub.co.uk/memberoffers) to find out more and log in to claim an incredible discount on one of their fantastic experiences!

