



BEN PARKER

**VP SALES OFF TRADE  
CARLSBERG BRITVIC**





THE SHOPPER  
**ISN'T WHO  
YOU THINK  
THEY ARE**



TODAY'S  
SHOPPER IS  
CONTRADICTIONARY.

THAT

CONTRADICTION  
IS WHERE  
GROWTH LIVES.





# THE THREE CONTRADICTIONS

1. Moderation vs. Indulgence
2. Value vs. Premium
3. Innovation vs. Consistency





# MODERATION VS. INDULGENCE

LESS BUT BETTER.





# FRIDAY NIGHT IN NOW DIRECTLY COMPETES WITH A NIGHT OUT.

IT'S NO LONGER "SHOULD I HAVE A DRINK"  
IT'S "IS THIS WORTH IT?"



# PERMISSABLE INDULGENCE



*La première bière française*

# 1664

## BIÈRE

### 0.0%

For over 350 years we've been crafting  
the Taste Suprême that eventually  
became 1664 Bière.



*La première bière française*



**VALUE VS.  
PREMIUM**  
AFFORDABILITY  
DRIVES ENTRY.  
PREMIUM DRIVES  
LOYALTY.





**ARE WE TRAINING  
SHOPPERS TO WAIT  
FOR DEALS?**

**OR ARE WE GIVING  
THEM REAL  
REASONS TO  
UPGRADE?**



# HOUSE PARTY SUPRÊME





# INNOVATION VS. CONSISTENCY

INNOVATION ISN'T  
ABOUT NOISE.  
IT'S ABOUT  
MOMENTUM.





**SUSTAINABLE  
GROWTH DOESN'T  
COME FROM ONE-  
OFF HITS.**

**IT COMES FROM  
PLATFORMS THAT  
BUILD OVERTIME.**



LIMITED EDITION PACK  
IN COLLABORATION WITH ROBLIKESTODRAW



THE  
**STONEWALL INN IPA**  
330ml SESSION IPA 4.3% ALC./VOL.

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SHOPPERS  
AREN'T  
SIMPLER.

**THEY'RE  
MORE  
SELECTIVE.**



DON'T CHASE  
EVERY TREND.

**SHOW UP IN  
THE  
MOMENTS  
THAT  
MATTER.**



THANK



CARLSBERG  
BRITVIC

YOU