



INDEPENDENT FAMILY  
DISTILLERS SINCE 1887



TRENDING 2021  
FROM WILLIAM GRANT & SONS UK



In such an extraordinary year, we are pleased to bring you the **tenth edition** of our **drinks industry analysis** and **key consumer trends** which are driving change and will continue to influence **in 2021 and beyond**.

Trending 2021 provides our partners with examples and data to help them drive their businesses forward post-pandemic. Never before has the world we navigate been so volatile, uncertain, complex and ambiguous.

In the last 12 months the world has witnessed catastrophic natural disasters, significant political turbulence, civil unrests, protests and activism, widespread economic and financial uncertainty, personal and community loss, and the colossal global impact of the pandemic, which is everywhere and has personally affected almost everyone.

No doubt accelerated by the pandemic, what's evident is the rapid pace of change in consumer trends and their significant behavioural shifts in 2020. This has resulted in a decentralisation, humanisation and democratisation of luxury, extending from the product we see on shelf to parent company values.

Brands, particularly those luxury players, are now faced with unique challenges. They must divulge their own renewed sense of purpose, place and community which all must align with changing consumer habits, evolving the way many luxury brands act now and into the future.

However, to find their place within local communities brands need to be invited to do so. They need to add value to people's lives and experiences in a way that is both natural and personal, taking into account people's belief systems, while innovating and enriching the end-to-end experience.

At William Grant & Sons we build brands. Brands build a longer term emotional connection with consumers that exist beyond price. Brands and liquid credentials build advocacy that endures. We build brands dram-by-dram, bar-by-bar, spending decades of care creating the world's best liquids – a fact reflected by our recent Distiller of the Year Award at the 2020 International Spirits Competition, for the fifth year in a row. Our liquids are nurtured by true craftsmen, from our Master Distillers to our coopers with decades of experience. Our stories are told by the UK's leading Brand Ambassadors. We don't create commodities – we create brands that bring people together, that create lasting memories and unique experiences.

In 2021 and beyond, we continue to be wholeheartedly committed to working with our partners to understand the premium and luxury drinks market, stabilising and supporting the UK hospitality industry, and unlocking the opportunities available for growth to meet consumers' changing needs.

I hope you find our Trending 2021 Report valuable as we navigate the next 12 months together.



*Neil Barker*  
Neil Barker,  
Managing Director,  
UK and Ireland  
William Grant & Sons UK

# CONTENTS

CHAPTER 1  
MARKET OVERVIEW

06

CHAPTER 2  
TRENDING 2021

10

CHAPTER 3  
CATEGORY FOCUS - GIN

38

CHAPTER 4  
CATEGORY FOCUS - WHISKY

44

CHAPTER 5  
MARKET OVERVIEW

50



The William Grant & Sons UK Trending 2021 Report is based on **Great Britain (GB)** data. Certain data covers the UK – in those instances, the copy will mention the UK specifically.

The consumer trends in this report were developed in partnership with Kantar Consulting and demonstrate the evolving consumption habits and lifestyles of UK consumers based on fundamental consumer values and attitudinal shifts.

The Covid-19 pandemic has had a significant impact on the UK hospitality industry throughout 2020. In this report, we are including a channel overview across both the On Trade and the Off Trade.

Premium spirits brands are identified in this report as those that retail from £23+ per 70cl in the GB Off Trade, which closely aligns to the IWSR definition. (*Nielsen, MAT w/e 02.11.2019*). They can show strong brand equity, as well as credentials based on the brand's uniqueness in its category, quality and ingredients.

Consumer data is taken from CGA Brand Track and Kantar Worldpanel to September 2020.

Unless otherwise stated, all figures that highlight percentage growth or decline are based on year-on-year moving annual total value data.

We have selected to use 'Whisky' without an 'e' in order to be consistent and avoid confusion. We are aware that there are regional variations, but we have opted to use 'Whisky' throughout for simplicity.



# CONTRIBUTORS

A HUGE THANK YOU TO ALL OF OUR CONTRIBUTORS

## IAN BAINES

*Senior Category Manager*

## SERENA BANSAL

*Insights Executive*

## LUCY EMERY

*Senior PR, Events & Advocacy Manager*

## TOM GREATOREX

*Category Manager, Off Trade*

## HARRY GREENHALGH

*Category Manager, Off Trade & eCommerce*

## IRINA JACKSON

*Category Manager, Off Trade*

## TAMARA LAWSON

*Head of Strategic Planning & Insights*

## AARON LEE

*Business Account Manager,  
On Trade Nationals*

## BRYONY RITCHIE

*Events & Advocacy Manager*

## CHARLIE WARWICK

*Associate Director  
European Head of Futures Practice,  
Consulting Division Kantar*

## BEN WULLEPIT

*Category Manager, On Trade*

## KANTAR CONSULTING

*The valued team at our insights and trends  
agency partner*

## W COMMUNICATIONS

*The valued team at our communications  
agency partner*



# MARKET OVERVIEW

## GB BEER, WINE & SPIRITS

£37.2bn | DOWN -15.3%



### GB ON TRADE

£16.9bn, DOWN -35.4%

Managed:	£6.8bn, DOWN -34.5%
IFT:	£6.8bn, DOWN -36.5%
Other:	£3.4bn, DOWN -35.0%



### GB OFF TRADE

£20.3bn, UP +14.3%

Multiples:	£15.2bn, UP +11.6%
Convenience:	£5.1bn, UP +23.4%

## GB SPIRITS CATEGORIES

### TOP 5 BY VALUE

1. Non-flavoured Vodka
2. Non-flavoured Gin
3. Blended Scotch
4. Flavoured Gin **\*\*NEW**
5. Non-cream Liqueurs

### TOP 5 VOLUME

1. Non-flavoured Vodka
2. Blended Scotch
3. Non-flavoured Gin
4. Flavoured Gin **\*\*NEW**
5. Non-cream Liqueurs

## SPIRITS

The Spirits sector is worth £9.9bn, DOWN -16.0%, driven by the closure of the On Trade between late March – July 2020.

However this hasn't stopped consumers shifting their alcohol spend to the Off Trade:

### TOTAL SPIRITS

5.3bn, UP +12%

### PREMIUM SPIRITS

41.5m (7.3%)

Total Spirits in the Off Trade is now worth £5.3BN, UP +12.0%

Premium Spirits account for 7.3% of value growth in the Off-Trade, adding £41.5m to the category

Flavoured categories have seen strong value growth in the Off Trade:

### FLAVOURED VODKA

+22%

### FLAVOURED GIN

+32%

### FLAVOURED / SPICED RUM

+36%

Other emerging categories – Tequila (+45%), Irish Whiskey (+25%), and Low/ No Alcohol Spirits (+26%) – are also seeing value growth.

Nielsen data to 05.09.20 + CGA data to 08.08.20

## ALCOHOL

The On Trade now accounts for less than half (45.5%) of BWS value sales, with the Off Trade now accounting for 54.5% of BWS value sales, with share up +14.1%.

45.5%

On-Trade  
BW value sales

54.5%

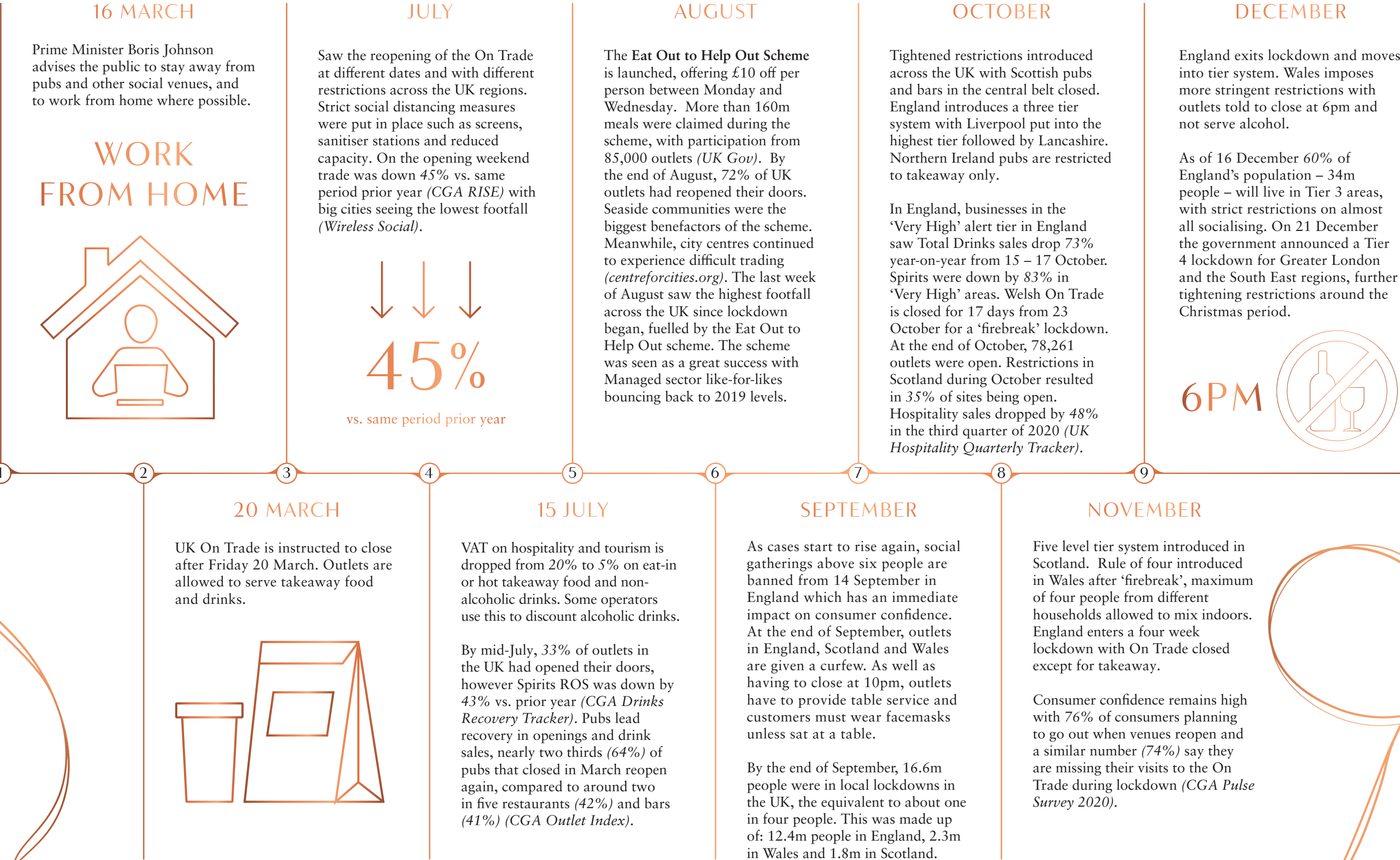
+14.1%

Off-Trade  
BW value sales





The impact on the **On Trade** and **Hospitality Industry**







TRENDING  
2021



2020 has been a year of major change and disruption. As consumers, **what we do, who we do it with, and how we do it** has been transformed.

This has resulted in the emergence of new trends, as well as an acceleration of existing ones, creating an unfamiliar business environment and an outlook that is both challenging and dynamic for the drinks industry. William Grant & Sons partnered with Kantar's Consulting team to better understand this new environment, along with the consumer trends that shape it, to help the industry better understand the *now*, and anticipate the *next*.

There is no doubt that Covid-19 has had an enormous impact on the forecast for 2021. An intriguing thread however, is consumer's adoption and access to luxury. That the concept of luxury has remained unchanged for hundreds of years will come as no surprise, however the comfort of this consistency and complacency has caused an enormous shift in brand and consumer activity – a trend that will irrevocably impact the industry for good.

Where high earning city-dwellers decamped to country retreats for lockdown, they took their money with them, creating a number of noteworthy trends that are likely to continue in the medium term. This 'decentralisation of luxury' is the theme of our Trending 2021 report.

Luxury consumers may not be where they once were, nor buying the same products, or seeking the same experiences. They may be new, more actualised people, following a year of introspection. Their social circles may have shrunk and their priorities shifted. But the opportunity remains for those brands which reintroduce themselves to audiences – with a human touch.

## THE UK MACRO TRENDS

High-level (*macro*) changes tend to have a lifespan of a decade or more; they are much slower to evolve, and they shape the overall context for UK consumer trends. However, shorter periods of intense disruption, such as the period we're living through now, have the power to accelerate macro change that was slow-moving, or cause it to run off-course in the short-term.

In the case of Covid-19, we must bear in mind two aspects:

- 1 Living *with* Covid-19: this is the short-term pressure and disruption caused by the virus itself, which government, people, and industry must manage and adapt to. Or at least until long-term solutions are universally available, with health and care workers, and older age groups, being prioritised first.
- 2 Life *after* Covid-19: While many parts of life will eventually return to normal, the longer we live with the disruption, we expect 'legacy' impacts to our society, economy, and mindset. The longer we live with the virus, the more extended the 'scarring' or permanent shifts in behaviour will be. We'll see these impacts evident for the short term (two to three years) and even decades.

The **horizon scanning pillars** below help us to make sense of these shifts:

## SOCIAL

Our physical and social worlds have shrunk dramatically in 2020, with nearly half of us working from home, and one in three of us planning to continue doing so in future. 'Home' takes on new meaning as 'cocooning' habits solidify for households – from the explosion of streaming video on demand services to increased investment in the home, cooking, DIY, and decor categories, shopping local, as well as parents and carers turning into teachers for quite a few months and having more time with children.

Prior to 2020 we witnessed the UK's ageing population becoming less restricted and more mobile. But with the vulnerabilities of age now highlighted, those most at risk of the virus are some of the worst affected by loneliness and depression. All cohorts are impacted, however 69% of adults report feeling somewhat or very worried about the effect the pandemic will have on their life.

Indirectly, this period has highlighted many weaknesses in our systems and has arguably exacerbated certain socio-cultural divides, accelerating the progress agenda for race and gender, for example.

UK citizens feel an interesting tension emerging, at once insular and connected to the people in their home and surrounding community, while passionately engaging with broader social, even global, issues at a distance. Brands must carefully select the level at which they choose to engage in the conversation, adding value to consumers' reduced spheres of work and living space.

## TECHNOLOGICAL

From a technological standpoint, the UK is on the verge of rapid advancements in connectivity thanks to the 5G network rollout. Our newly remote businesses and lifestyles mean redoubled investment in building the UK's digital infrastructure in the longer term. At a household level, digital and technology inequality has been highlighted, with internet access and data becoming the hottest commodities.

We've spent 30% more time on mobile devices this year compared to last, generating more first party data and viewing 70% more online ads as a result (*Forbes*). Unsurprisingly, digital commerce (including social and voice commerce) continues to be the fastest growing channel in the UK (+79.7% YoY) People have access to information and have used opportunities during 2020 to learn new skills via online learning and the internet. 38% of shoppers new to digital commerce are retirees, who embrace these convenient technologies for connection and order fulfilment in times of adversity.

Better understanding of omnichannel touchpoints and journeys in a world of accelerated remote connection is essential for brands across all categories.



## ECONOMIC

The first two quarters of 2020 saw Gross Domestic Product falling sharply, making it the worst recession on record, and the first in the UK since 2009. July to September 2020 then saw the fastest three-month growth on record – 15.5% – which would be extraordinary in ‘normal’ times. There remains a gap between how the economy was doing in 2019, and where it currently stands at the ends of 2020 – it is 9.7% smaller than it was before the pandemic, and many businesses still have far less trade. Many sectors will contend with reduced demand in the short term, and struggle to recover in the longer-term, for example in the creative industries, which is projected to lose £1.5bn a week in 2021.

For hospitality, an estimated half a million jobs have or will be at risk by the end of 2020, with closer to 1m hospitality workers supported by the government furlough scheme.

We can expect to see decreases in disposable income for most people across the country which may reignite a period of ‘considered consumption’ – the likes of which we saw in the last recession. What’s different on this occasion is the nature of that consumption: ‘mass’ or ‘mass premium’ may suffer as people seek either local options that represent convenience and/or support to the community, or seek the best value for money from discounters and booming international suppliers.

## ENVIRONMENTAL

Industry and people have been suffering from the tension between environmental protectionism and hygiene in 2020. At the height of the pandemic the notable drop in pollution was a real positive. Plastic has had a renaissance as the most hygienic option for personal protective equipment (PPE) and packaging, whilst popular culture sees the rise and rise of ‘eco-activists’ that push UK households to question consumption decisions.. Asda and Waitrose are players at either end of the value spectrum trialing new models for hygienic in-store refill and return schemes.

The dominant message from both politicians and businesspeople is that this disruption presents an opportunity to ‘reset’ and ‘build back better’, but investment is required to make that sustainable transition.

An interesting, positive idea emerging from the crisis in the longer-term is the rise of the ‘15 minute city’. Larger urban areas may fragment into tighter boroughs or communities with all amenities accessible within a 15 minute walk, with beneficial outcomes for liveability and public health.



source: @globalbartending

## POLITICAL & REGULATORY

The preexisting trust gap has widened further in 2020, with most consumers distrusting traditional sources of authority and seeking new sources of objective information (*such as peer rating and review*). Exacerbated by more time spent online, echo chambers have strengthened, causing political and cultural tensions to become sharper. Governments and groups of lobbyists are questioning the cultural and political power of digital platforms and social media, but regulation is slow to catch up with technological advancements.

Other regulatory and political moves have taken a back seat due to the pandemic. Longer-term budgetary pressures will force a reevaluation of priorities for those in power but sure enough, public health will continue to sit top of the political agenda for some time yet. Brands need to stay ahead of the curve as governments regulate and incentivise consumers and brands to establish a ‘healthier’ society.



WG&S has been following **five key consumer trends**, first identified in 2017, representing fundamental human motivations. We revisited these in 2019, early in 2020, and do so again today **in the context of pandemic disruption**.

These human truths remain valid, but their narratives and expressions have evolved.

### #1: MY IDENTITY

The limits on social interactions and a universal change of pace has given people time and space to reflect on their identity. Spending more time in social media echo chambers whilst being exposed to social inequalities that exist through varying contraction rates amongst different groups in the population has put the socio-economic identity above a sense of community through habit or hobby, making them less relevant and flexible. At the same time, the uncertainties brought on by the virus have taken a toll on everybody, with more of us showing a more vulnerable and authentic side, as well as expressing ourselves through our newfound hobbies and pastimes. Awareness of how our digital identities are created and used has never been greater, yet consumers are more willing than previously to share this identity for the greater good.

#### SUB-TREND #1: FLEXIBLE TRIBES

As the impacts of the virus spread and the UK went into its first lockdown in March, existing inequalities have been highlighted and deepened, having the biggest impact on the most vulnerable in society. The killing of George Floyd in May triggered global Black Lives Matter protests which have

played a crucial role in educating people worldwide about the discrimination faced by ethnic minorities.

These factors have resulted in people associating with more traditional definitions of tribes based around class, race, age and political persuasion, for example, causing tribes to become less flexible. This is characterised by the fact that the likelihood of dying from Covid among people living in the most deprived areas of the country is twice as high as the least deprived, putting the importance of one's socio-economic identity above that of tribes.

In hospitality, widespread redundancies, lay-offs and furlough uptake fomented heightened community values among major corporations and individuals alike. At William Grant & Sons, what started as mass hand sanitiser production through our distilleries evolved into an enduring initiative called **#STANDFAST**. While enhancing solidarity within internal and stakeholder communities through donations, fundraising, provision of essential goods and shared team experiences, #STANDFAST enriched our 'tribe' enabling us to connect with and support thousands of those affected by hardship in the hospitality industry.

#### SUB-TREND #2: AUTHENTIC IDENTITIES

Covid has been a 'leveller' when it comes to self-expression online. Everyone spending more time in smaller spaces lends itself to greater humanity, vulnerability and 'realness' in the face of shared challenges. Younger consumers in particular take an



'unapologetically me' approach, while those who showcase social events or travel are susceptible to shaming and criticism.

Self-expression is a critical topic for consumers with 94% believing it is important to feel comfortable to express who you are in your personal life. Budweiser, having understood the importance of expressing individuality, decided to host a series of events during London Pride and also launched limited edition cups with flags from nine individual LGBTQ+ communities to be handed out during the event. Overall, this period offers a chance for reflection and expression of truer, joyful identities in the midst of turbulence, and brands will be expected to speak, act and serve consumers in a way that prioritises authenticity.

#### SUB-TREND #3: CURATION & CONTROL

While on the one hand we look to express our true physical identity, on the other, we are trying to protect our digital one. Conversations around the use of data are ongoing with consumers of varying ages and technical know-how becoming increasingly aware of how our data is being used. At the same time, we are witnessing new benefits of sharing that data through time-saving recommendations and national Track & Trace apps. Despite 80% of consumers agreeing with the statement **"I am concerned about data protection and privacy on the internet"**, up 6% from 2016, this sub-trend is somewhat in tension. This is especially true given that as of 26 November 2020, the NHS Track and Trace app had more than 20m downloads.



#### WHAT'S NEXT FOR MY IDENTITY?

In a context of rising surveillance and personal data analytics, *anonymity* and identity protection may be the luxury of the few who can afford it. For the majority, we can expect more time to be lived online, and more of our identity influenced by that time, which we first saw the impacts of in mainstream media through the 2014 Cambridge Analytica scandal. As we look forward, this idea extends to our physical spaces, which will be smarter and more connected, capturing data on our daily lives. The ownership, management, and shareability of this data will be a defining ethical issue in the coming years.



## #2: MY HEALTH

Covid-19 has had the most significant impact on 'My Health' as a consumer trend and motivation. The direct biological impact of the disease is one of the many ways that our health has been impacted. The mental strain caused by uncertainty, whether regarding the health status of a family member or one's financial future, is impacting society at large. The economic downturn as a result of the virus may reduce spending on premium health goods, although hygiene will be seen as an essential, expected of brands, retailers and venues alike – in both its simplest form (face coverings and hand sanitiser) to how we verify our 'health status' as we re-emerge from isolation. Health inequalities have also been emphasised by the virus, highlighting the role external factors play in our health. Not everyone will be able to take advantage of this period to focus on better nutrition, more exercise and mindfulness. Opportunity exists for brands to democratise wellbeing in a financially pressured society.

### SUB-TREND #1: WELLBEING FIRST

Putting our wellbeing first has become the main concern for consumers across the globe as Covid placed greater emphasis on hygiene to prevent virus spread. Many more indirect implications exist, such as exercising while working from home or in an agile working (out of office but still online) model, coping with unemployment or redundancies, and finding new ways to socialise and connect.

The economic consequences of the pandemic will mean fewer people are able to afford health goods due to their premium pricing. Despite this, 23% of Brits said they are focusing on healthier eating since the first lockdown. A number of kombucha beer brands such as Nirvana Twisted Bucha

Beers (0.5% *abv*) are looking to evolve the functional proposition of beers and double down on the gut health aspect by combining it with kombucha to provide a health benefit while unwinding. Similarly, the low/no category has boomed, with Seedlip, Aecorn, and Atopia distilled low and non-alcoholic spirits creating flavourful, non-compromising choices for latent, infrequent or 'ABVarious' drinkers that rival their alcoholic counterparts.

### SUB-TREND #2: HEALTH AS SYSTEMS

As well as focusing on explicit ways in which we can look after our health, our understanding of health systems and the impact of *external factors* on our health has also evolved. This has been emphasised by covid. One ONS study showed that the likelihood of a male working in an 'elementary occupation' dying of Covid was four times greater than one working in a 'professional occupation'. Living and working environments can drastically shape wellbeing. The Vitality life insurance programme leverages this new understanding of the connectivity of health, offering benefits such as Apple watches and cinema tickets for keeping fit to promote healthier lifestyles, and ultimately reducing insurance premiums.

### SUB-TREND #3: MOOD MANAGEMENT

A flurry of new tech gadgets has improved our ability to measure the various rhythmic flows of the body such as circadian (sleeping) rhythms and metabolism throughout the day, allowing us to optimise our health in accordance to these rhythms. In the past 10 years, we have witnessed a 49% increase in market size for sleep aids. Baze, an online vitamin subscription service, provides vitamins based on a quarterly blood test that is used to analyse your nutrients levels.

### SUB-TREND #4: HYGIENE OBSESSION

This consumer trend has manifested as a direct result of 2020 disruption. As we've learned to 'live with Covid, the UK has established a hygiene 'subsector' that underpins all industry and consumer activity, as well as physical infrastructure (temperature screens, sanitiser stations, shields) that are likely to remain and

become unremarkable to us in the longer term. There was a sharp uptake on brand provision of hand sanitiser from March 2020, and it is something that has almost become second nature, with the likes of LVMH, BrewDog and William Grant & Sons all producing millions of litres to alleviate the shortage.



### WHAT'S NEXT FOR MY HEALTH?

While we have witnessed the rise of the wellness economy for years, its centre of gravity will pivot towards hygiene, immunity, and resilience in a future where most people's minds and wallets will be heavily pressured.



### #3: MY EXPECTATIONS

Never before has so much online behavioural data been collected on so many. Every generation and type of household is building new found reliance on digital ecosystems at home – whether for work, shopping, or leisure and connections. The result: Greater knowledge about individuals across channels, more opportunities to personalise, and more sophisticated algorithms to pre-empt and streamline. Expectations are for speed and responsiveness from brands and services. However, this doesn't necessarily mean a complete digital takeover. With more time on our hands and a slower pace of living, time is invested into discovery, planning, and experimentation. Home is our new hybrid playground in the short-term.

#### SUB-TREND #1: INTUITIVE CONNECTIVITY

Businesses have been exploring ways to simplify the consumer journey by providing anticipatory services and algorithm-enabled offers. Intuitive connectivity has grown in importance as a result of a greater share of our purchases being made online, especially for a large number of older and less digitally literate consumers. As much as 75% of global consumers agree that “it is important to have products and services that can anticipate my needs”, a significant jump of 8% on 2018. Tesco responded to this need by launching a beta Google Assistant which allows consumers to do their shopping via their voice assistant, skipping the need to browse on a laptop. Waitrose allowed shoppers to create their favourite cocktails at home with an online cocktail hub, partnering with De Kuyper to streamline the shopping experience for novice at-home bartenders.

#### SUB-TREND #2: STREAMLINING CHOICES

A simplified consumer journey was already evolving until lockdown and furlough gave consumers more time for discovery and exploration, resulting in more time being spent on devices. It further allowed brands access to more data to provide the most relevant recommendations, resulting in the overall direction of this trend being unclear. Having said that, consumers are increasingly valuing their time more, with a 5% increase in people agreeing with the statement “I am willing to spend money to save time” since 2017. Pinterest has responded to this by only providing reliable information from leading public health organisations and removing any recommendations, comments, or ads when users search for health terms like ‘vaccine safety’.

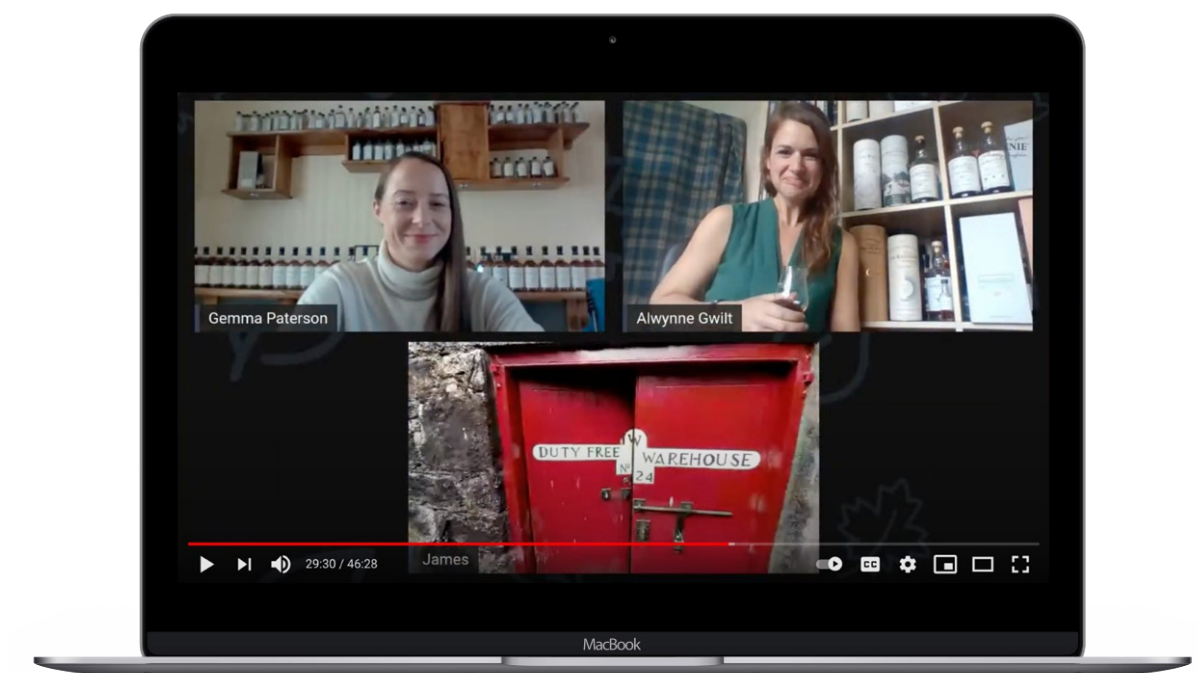
#### SUB-TREND #3: HYBRID SOCIAL SPACES

Hybrid social spaces have suffered as a result of the government guidance to *‘work from home if possible’*. With the mass adoption of flexible working and many businesses realising there is less need for permanent office space, hybrid social spaces are due to see a surge in demand post-pandemic when workers look for functional places to work from. Prior to lockdown, London saw a new coworking space open every five days. Now, apps like TALLY work for employers who want to save on office space, enabling them to gift ‘tokens’ to employees to work at cafes, restaurants and bars during the day, with lunch, drinks or unlimited coffee as a perk. As we emerge from the 2020 model, we’ll undoubtedly see flexibility in workplace conditions, the re-entry of co-working and uptake of personal memberships allowing individuals to curate and shift their working environment.

#### SUB-TREND #4: PREMIUM COMES HOME

The hospitality industry has quickly found innovative ways to reach consumers and bring the experience of out-of-home occasions into the home. With the ‘shrinking’ of their physical worlds, consumers look to turn the home into a more exciting, multi-functional space with a rise in spending across categories from premium DIY and homeware, to local delicatessens. Takeaway orders saw a 245% year-on-year increase, pushing even the most prestigious restaurants to list on

food delivery sites. In the alcohol category, Pernod Ricard launched its own home cocktail maker which features 7cl cartridges of spirits from the brand’s portfolio allowing consumers to enjoy a cocktail experience at home. Similarly, The Balvenie hosted its first virtual product launch, engaging consumers directly with its Malt Master, industry legend David C. Stewart MBE, through an authentic storytelling experience celebrating its 19-Year-Old Stories *Edge of Burnhead Wood* product release.



The Balvenie Tun 1509 Batch 7 Virtual Launch, October 2020

### WHAT'S NEXT FOR MY EXPECTATIONS?

Expectations for convenience and reliance on delivery will be a legacy effect of Covid disruption. However, with impending economic pressures, businesses and brands will have to be smarter with discovery, sales

and delivery. Cross-category and even cross-sector partnerships will create efficiencies and fulfil multiple consumer needs across fewer touchpoints.





## #4: MY EXPERIENCES

Time away from friends and family has made us reassess the importance of those relationships, emphasising the need to spend more quality time with loved ones, whether physically or virtually. With physical aspects of experiences being put on hold, brands have had to explore new ways of engaging with consumers. Current technological capabilities have allowed brands to creatively do so, though the limitations we are currently facing only highlight how strong our desire for novel experiences and ‘micro moments’ has become.

### SUB-TREND #1: PURPOSEFUL PAIRING & SHARING

Purposeful pairing and sharing has been negatively impacted because our ability to share has been limited to a much smaller space – the home and a much smaller group, our support bubbles. Despite these limitations, we have developed a better understanding of who we want to share with and what, leading to pent-up desire that is likely to show itself post-pandemic. This is supported by the fact that ‘making loved ones a greater priority’ ranked first when consumers were asked which statement was most relevant to them<sup>(Kantar)</sup>.

### SUB-TREND #2: SHIFT THE SENSES

The increased time consumers are spending at home as a result of covid has put pressure on brands to find alternative ways to capture the attention of consumers by targeting senses which aren’t as common as sight, such as sound, smell, and touch. This trend is represented by the steady rise in the weekly number of podcast listeners, which increased by 24% since 2018. Spotify reported more than a third of overall listeners are consuming podcasts as a way to boost their mood. This naturally provided a

platform for brands to capture consumer’s attention and stimulate desire for their products through sound – from Ikea’s ASMR ‘soundscapes’ to Lay’s crisps ‘sonic challenges’ on TikTok.

With Magnum’s Pleasure store closing due to Covid, the brand decided to bring the Pleasure store to the people. Magnum partnered with Deliveroo to give several lucky customers a decoration kit with which they could recreate classic British summertime flavours such as Strawberries and Cream and Ice Cream Sundae.

### SUB-TREND #3: IMMERSIVE EXPERIENCES

Brands have had to explore innovative ways of providing immersive experiences to reach consumers and engage with them while they are spending large parts of their day at home. The aspect of novel ways to engage with consumers has made immersive experiences, in the virtual sense, more important. However the inability to travel to a venue and be surrounded by the experience in-person put this trend in tension. Even with immersive experiences being largely limited to the virtual world, the demand from consumers still exists, with 21% of consumers saying they paid to watch or participate in online experiences during lockdown, whether a virtual cocktail masterclass from premium mixer brand Fever-Tree, to a live-streamed performance through Old Vic theatre.

### WHAT’S NEXT FOR MY EXPERIENCES?

Lower-touch or no touch experiences will continue to dominate as a symptom of covid’s ‘psychological scarring’. Innovation in this space from players like Ultraleap and Teslasuit will begin to influence home entertainment and telecoms sectors, creating new potential for interactivity and convincing mixed realities that create a sense of physical presence.



## #5: MY VALUES

The turbulence caused by covid has put brands and consumers in unprecedented situations, somewhat clouding our moral compasses. Yet at the same time, we are feeling more empathetic because we are all sharing a common experience of navigating through a global pandemic, giving us the impetus to contribute to our local communities. This situation has presented brands with new opportunities to prove that they stand for what they claim to believe. In terms of cognitive diversity, the Diversity & Inclusion agenda has been brought even more strongly to light by the fact that Black, Asian and Minority Ethnic groups and women are most impacted as carers – 70% of caregiving hours are provided by women (*Cambridge Journal of Economics*, Vol 39:3, 2015).

### SUB-TREND #1: OPENLY DEMOCRATIC

Consumers are expecting brands to act ethically and be transparent. This has become especially important amid a global pandemic which has devastated the lives of ms, putting brands under greater scrutiny since any unethical behaviour during such times carries a greater penalty than normal. With 55% of consumers believing that *“it’s important to me that the brands I buy from are committed to making our society better”*, ethical behavior has never been more important. Fashion retailer the Arcadia Group paid the price of damaging its brand image as the public became aware of them cancelling £100m worth of orders from Bangladesh as the UK went into lockdown. Oatly, a popular Swedish dairy-free alternative brand, faced protests and criticism after a stake was sold to Blackstone group, known to have US political ties, while Ben & Jerry’s was applauded for its firm stance on racism issues by a global audience. Within the spirits industry, brands like Discarded are

diverting waste issues by giving ingredient by-products a second life, using banana peels to flavour its rum, for example.

### SUB-TREND #2: COGNITIVE DIVERSITY

Our scrutiny of businesses was then turned to the scrutiny of our governments and even ourselves. The global Black Lives Matter protests and the disproportionate impact of covid on ethnic minorities exposed the world to other perspectives like never before. At the same time, the UK government imposed rules and measures on boroughs and regions with tiers, restricting their ability to govern themselves and reducing the diversity of voices. Consumers largely understand the importance of having cognitive diversity with 81% believing it is important “to be exposed to people with different backgrounds”. Understanding this trend, dating app Bumble launched a Covid campaign to celebrate and showcase images of Black love. Though racially led, this also heightened consumer cognisance for gender disparity in the workplace, at home and in brand action. Many chose to take a stand, aligning their company values to those of their consumers.

### SUB-TREND #3: CONSUMPTION TO CONTRIBUTION

While consumers learned about the experiences of others, the common experience of dealing with the pandemic had evoked a strong community spirit. People were not only consuming local to keep local businesses afloat, but also contributing to supporting local communities and businesses with a fifth of UK adults volunteering their time for community activities since the start of lockdown. Morrisons introduced Kids Meal Packs to self-isolating school kids in place of free school meals, while the government made up to 400,000 weekly food parcels available for shielding individuals.

[1] As warned by SAGE in Summer 2020, for example

[2] ONS & The Telegraph, July 2020

[3] health.org.uk, Q3 2020

[4] Creative industries foundation, July 2020

[5] Metro.co.uk, The Guardian, October 2020



## WHAT’S NEXT FOR MY VALUES?

We’re entering the ‘era of public’, where private companies will need to prove their involvement in the civic agenda to build or retain brand value. ‘Consumers’, particularly the younger generation with pressured spending power, will want to be treated as ‘contributors’ to increasingly local and tangible initiatives – while remaining globally connected and internationally minded.



# THE TRANSFORMATION OF LUXURY

In 2019 the luxury market grew by 4% to an estimated **€1.3 trillion globally**, with positive performance across most segments (*Bain & Company, 2020*).

As part of this growth, fine wines and spirits both saw 5% market increases, with spirits continuing the significant upward trend seen in recent years, and gin, in particular, outperforming.

The luxury hospitality segment was experiencing lower growth than previously seen (up only 2%, compared with 5% last year), with a consumption shift back to luxury products, rather than luxury experiences, as these have been seen to be growing less than previously. Also at this time, the online, off-price and airport channels continued to outperform, growing respectively at 22%, 11% and 11% in current exchange rates. Throughout 2019, the online channel continued to gain share, and ended the year accounting for 12% of the global market. As part of this, we have seen a significant amount of luxury transactions influenced by the online channel, and up to 25% of purchases were digitally enabled.

In line with the growing market trend, we have seen a rise in the number of luxury consumers globally – there are around 15m High Net Worth Individuals (HNWIs), with more than half of these people living in the United States. And, more recently, a new wave of luxury consumers have emerged who, for them, luxury is a mindset – they are experience seekers, influenced by social media, and constantly searching for meaning and purpose. And whilst the HENRYs (high earning, not rich yet) have been around for almost two decades, with the term first coined in 2003, within the last few years we have seen 100% of market growth coming from Gen Y and Gen Z (*Bain & Company, 2018*). Indeed,

clothing and footwear to entertainment and travel are notable purchase areas for millennial ‘HENRY’ Y consumers, with the majority of purchases being made online.

And then, as the global pandemic started to take its hold in early 2020, global travel was grounded and many of the foundational aspects of the luxury industry as we knew it were challenged to change.

*“This crisis may be transforming the luxury industry for good, but it could also be a transformation for the good.”*

Bain & Company





***Resilient under pressure.*** The luxury industry has already shown significant resilience in crises, and has previous proven experience of thriving in eras of major cultural and societal change.

So while the S&P Global Luxury Index – comprising the 80 largest publicly-traded companies engaged in the production or distribution of luxury goods, or the provision of luxury services, including Daimler, Nike, LVMH-Moët, and BMW – reached a three-year low in March 2020, down by 15% on the year prior, it will close the year at a 10-year high.

With over 200 years of experience, and despite 2020 challenging the definition of what luxury is, staggering records were set in the eye of the pandemic storm. Reuters reported that Tesla's car sales in China were 450% up during March, as the overall car market rapidly declined, and fashion industry trade journal WWD reported that Hermès took a colossal \$2.7m of sales at its second largest flagship store in the Chinese city of Guangzhou on the day the store reopened after the pandemic.

Some luxury brands have been quick to adapt, evolved their positions and embraced values that resonate with customers. The brands that have demonstrated real connection with their customers and continued to provide perceived 'value' without interruption will undoubtedly emerge stronger. Gucci stood with its global community to fight the Covid-19 pandemic by making two separate donations of €1m each to crowdfunding campaigns.

At William Grant & Sons, we continue to be proud to play our part in the worldwide fight against coronavirus. As the situation unfolded, it became clear to us that we had the ability and capacity to make a difference so we diverted our technology and the skills

of our people to produce ethanol and hand sanitiser across five of our sites in Scotland, Ireland and New York State. Overall, we will produce at least 20 million 500ml bottles and, so far, have donated hand sanitiser to more than 1,000 organisations including hospitals, churches, nursing homes, personal protective equipment suppliers and many more.

## THE CHANGING 'TRUE LUXURY'

Luxury has always been an emotionally-driven industry. While we talk about HNWI's and HENRY's, there is not one type of luxury consumer, because luxury means many things to many different people. At the heart of it, luxury enables people to celebrate and to treat themselves and others. But there are also consistent, core values which resonate with people: an element of rarity and limited access; quality and attention to detail; and the ability to grow in value and create long-lasting memories over time. And actually, in 2020, the true luxury suddenly became about doing the simple things we liked to do pre-pandemic and how much we can connect and build our own experiences.

Ready for its reopening in December 2020, Glenfiddich Grand Cru created an end-to-end experience with Harvey Nichols in London's Knightsbridge, built around shopping, gifting, tasting and treating. A custom-designed personalisation station has been set up for people looking for the perfect gift this Christmas and New Year, with an individual gold plaque added to



the beautiful packaging. And, for those needing some additional thinking time before they purchase, they're able to head up to 'Glenfiddich Grand Cru Celebration Terrace' on the fifth floor to try an amazing Grand Cru cocktail for themselves. The Fig Fashioned, created by Anna Sebastian from The Langham's Artesian Bar, recently featured in Vogue, comes highly recommended.

source: @leonardo\_filippini



*Pivot, please.* We all had to pivot: brands, companies and individuals. In the past six months alone, most of the luxury houses have pivoted to accelerate their e-commerce presence, bringing a range of new opportunities for luxury, for those brands and organisations brave enough to accept the challenge.

In a move to excite and unite fashion and tattoo fans worldwide, William Grant & Sons' spiced Rum brand Sailor Jerry and London-based jewellery brand Hatton Labs revealed a brand new, limited edition six piece capsule collection, honouring the legacy of Norman 'Sailor Jerry' Collins, in December.

Available exclusively online, Sailor Jerry's vivid colour, bold iconography and sheer artistic ambition to create a new type of tattooing has been emulated by the Hatton Garden-based jewellery house in the set of unisex pendants and rings, featuring five of Sailor Jerry flash icons cast in precious metals and set with opulent coloured gemstones. Each flash icon in the jewellery collection has been meticulously selected by Hatton Labs Encapsulating classic Americana culture, while also nodding to the underground, modern day subcultures that are prevalent today. The range is priced from £185 to £7,500.

In September, after months of speculation, Amazon launched its Luxury Stores experience, partnering with Oscar de la Renta to create a 'shop in a shop' on its mobile app for eligible Prime customers (of which there are 150m). With Amazon customers ordering over one bn fashion items on mobile in the last 12 months, the concept from the world's largest online retailer was built on customer feedback, and focuses on being able to engage with customers wherever they are comfortable shopping, creating an elevated and inspiring experience.

*"Our customers share with us that when they're shopping for luxury that they'd like it to be an immersive, inspiring experience. Increasingly they're looking to understand not only the product itself, but the story of the brand, the craftsmanship, the make."*

Christine Beauchamp  
President  
Amazon Fashion



## NAVIGATING A NEW ERA

We are moving into a new era of luxury which has undeniably been shaped by the pandemic. But it is also a response to changing consumer needs – from price points to mindset, and a cult status of 'having' to experiential and 'being'.

- *Luxury is a time and a place for me*
- *Luxury is indulgence for me*
- *Luxury is meaningful to me*

For centuries, the 'traditional' value of luxury has been in perceived exclusivity, both in price and location. And now purpose is emerging as a hygiene factor because consumers, especially the rise of a younger luxury market, are expecting more from brands. They expect them to step up and do more, being clear about who they are and what they stand for, moving away from just product to product with action. In these unprecedented times people align with and will be loyal to brands which display values and outlooks resonating with their own.

Premium tequila brand *Clase Azul*, of Clase Azul Spirits, is just over 20 years old and the fastest growing luxury tequila in the US. Each bottle of spirit is packaged in a handcrafted ceramic decanter which is a key point of difference for the brand. The hand painted bottle provides uniqueness and quality attributes, and the ability to

reuse the bottle after the product has been consumed means that not only can people enjoy creating more memories by upcycling, it is waste efficient. The beautiful bottles are made in the mountainous Mexican town of Santa Maria Canchesda and 80% of the employees are female artisans who grew up in poverty with little formal schooling. Every day the employees are provided with two meals, transport, childcare and school tuition, supporting Clase Azul's ultimate purpose of celebrating the magic of Mexican culture and artistry, while transforming lives through positive engagement.

*"Our measure of success is happiness. Our measure of success is sharing. Our measure of success is creating. And because of that we're going to make it, and I know that once we have that done, there's going to be just one luxury tequila and the rest."*

Arturo Lomeli,  
CEO and founder,  
Clase Azul



## LUXURY CONSUMER SUB-TRENDS ARE ACCELERATING

With the pandemic forcing radical shifts in individuals' routines and work patterns, decreasing social spheres, and increasing adoption of 'local, community' values, the new expectation is for individualised luxury omnichannel experiences at people's fingertips – wherever they may be. The rapid manifestation of a number of luxury consumer sub-trends has occurred throughout 2020, which all have positive implications for brands to enjoy an extended reach into their markets.

## FEWER, MORE MEANINGFUL CONNECTIONS

With the non-essential workforce staying at home and metropolitan consumers retreating to countryside homes or rental properties, social circles and spheres of influence have shrunk to a community level. Social interactions have greatly diminished and the limited time spent with friends and neighbours within these spheres has become incredibly valuable. This has accelerated the home premium category, as consumers aim to replicate luxury experiences in their own homes.

## INDIVIDUALISED, IMMERSIVE AND INNOVATIVE DIGITAL EXPERIENCES

Luxury consumers are prioritising their health and that of others, so are unlikely to rush back to cities until 'normal life' is within grasp. Inaccessibility to consumers through established routes paved the way for shareable, virtual experiences for consumers to enjoy within their communities. Brands providing infrastructure, products and entertainment to reach consumers in their homes have added considerable value to peoples' lives, and deliver brand presence at a relevant local, community level.

## SELF-ACTUALISATION INFLUENCING LONG-TERM SHIFTS IN PURCHASING DECISIONS

The pandemic has been a shared experience with a democratising effect. Regardless of pre-existing social structures, everyone has been subject to restricted movement and many have had time to get in touch with 'who they are'. Accelerated by social media, purchase habits are no longer necessarily a reflection of what one can afford, but reflect who they perceive themselves to be. Personalisation rose in popularity and demand years ago, but true product customisation grows more pertinent every year.

What's evident is the changing consumer and significant behavioural shifts in 2020 has resulted in a decentralisation, humanisation and democratisation of luxury, extending from the products we see to purpose and values. Today's luxury consumers want it all: inclusivity, cultural relevance, transparency, a point of view, online presence. For those brands prepared to continuously reinvent and adapt, the future of luxury is an exciting path to travel.



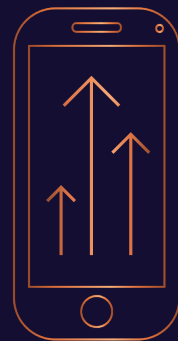


## ECOMMERCE POWER

At the end of 2019 and prior to the Covid-19 pandemic, the online channel represented 7.1% of all FMCG sales and was growing at an impressive (at the time) +9% year-on-year, over four times the rate of the overall grocery category. Online also attracted 25% of the population to shop through the channel, again impressive considering where the channel had come from over previous years.



7.9M  
ONLINE  
SHOPPERS



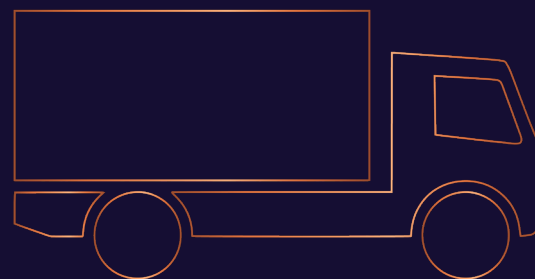
When the pandemic hit the online channel moved from being just part of the shoppers channel 'repertoire' to an essential, core channel. While shoppers were 'staying local' and only visiting large supermarkets if they absolutely had to, most moved their grocery shopping online.

Over the first wave of the lockdown, 7.9m households shopped online over the month of March, +66% compared to last year. The significant growth in penetration saw the channel grow by +103% and helped the online channel achieve an all-time high market share of FMCG of 12.7%.

Retailers were quick to adapt to this changing shopping behaviour, doubling online slots, and hiring additional employees in order to meet the demand. This was not, however, without its challenges. Retailers had capacity issues which saw the likes of Ocado having to limit new shoppers to its website as systems were struggling to keep up.

However, most, Ocado included, quickly adapted to meet the surge in online demand. In March, Tesco only offered 590,000 slots but this rose to 1 million in April and then to 1.2 million in May. In just over two months the UK's largest retailer doubled its number of online delivery slots. Aldi, known for having no online store, pivoted to offer an online service to sell food parcels for the vulnerable. Adapting to a significant pace of change and changing shopping behaviour undoubtedly helped them to achieve the triple-digit growth seen over the period.

MARCH: 590,000  
APRIL: 1,000,000  
MAY: 1,200,000



Despite slowing down slightly over the second wave, the online channel still grew at +87% over the month of October, a mere 12 times faster than the grocery market average. Online is still the only Off Trade channel to be growing in attracting more shoppers, purchasing more frequently, and spending more per visit, highlighting 'healthy' growth.

How the channel will perform in 2021 and post-pandemic is still unknown but the online channel is now a major priority for retailers, suppliers and shoppers alike. For shoppers, online has now become an essential shopping channel for even more households. Retailers have increased their focus and investment to drive the channel forward as a core part of their offering. Suppliers view e-commerce as a critical channel to sell, market and distribute brands.

E-COMMERCE

SELL  
DISTRIBUTE  
MARKET

## HYPER CONNECTIVITY

Further to the rise in online spending, more than eight out of 10 mobile phone users surveyed by Ericsson found that internet-connected technologies have helped them cope during the pandemic, enabling them to support their children's education, stay in touch with friends and family and even improve their mental health and wellbeing. We have seen market entrants facilitating connections across platforms such as Houseparty, and B2B conferencing platform Zoom reporting 200 million users per day in April – up from 10 million in December 2019.

But many of these 'new' digitised behaviours existed prior to Covid-19. Brands such as Peloton had spearheaded the growth of in-home cycling and gym classes while online or app-based learning had already been predicted to grow to

a \$325bn industry by 2025. Many people were becoming accustomed to e-everything. Covid-19 has expedited the journey to where we were already heading.

The disruption of social isolation has broken down previous habits and psychological perceptions towards digital. Many people have been brought into a world of e-living they had previously not considered, or actively resisted. Home entertainment adoption accelerated, highlighted by the launch of Disney+ which achieved subscription numbers in five months that took Netflix seven years.

## MONTHS VS YEARS

According to McKinsey, the astonishing growth in e-commerce during the few months of lock-down has reached levels that were expected to take 10 years pre-COVID-19.

+20%

E-COMMERCE TRANSACTIONS  
IN JULY VS PRE COVID-19  
BENCHMARKS

+21.6%

E-COMMERCE CONVERSION  
RATES VS PRE COVID-19  
BENCHMARKS

+10.3BN

EXPECTED IN RETAIL  
E-COMMERCE FOR WESTERN  
EUROPE VS PRE-COVID  
2020 FORECASTS

Up to mid-July, the retail categories winning out in the e-commerce boom were in those areas where lockdown drove a dramatic shift in how we conduct our daily lives.

+83.4%

SPORTS EQUIPMENT DRIVEN  
BY THE CLOSURE OF GYMS  
AND FITNESS STUDIOS

+66%

SUPERMARKETS DRIVEN BY  
THE CLOSURE OF BRICK AND  
MORTAR STORES

+42%

HOME FURNISHING AND DIY  
DRIVEN BY THE INCREASED  
TIME SPENT IN OUR HOMES



**The changing path to purchase.** COVID-19 has brought a fresh wave of disruption, and consumer adoption acceleration, for businesses to adapt to.

## DEVICE USAGE HAS SOARED

Device proliferation is continuing to fragment consumer touchpoints with growth across smartphone, laptop and emerging technology usage:

- +70% mobile and smartphone
- +47% laptop and computer
- +32% smart TV & streaming device
- +14% smart speaker

## DEVICE INTERACTIONS HAVE BEEN CHANGING

A multisensory digital landscape is evolving rapidly as we seek to interact in a more 'hands free' world:

- 45% global usage of voice search and commands in July
- >1/3 of internet users have used image recognition tools, such as Google Image Search, in the last month, rising to 40% in females aged 16-34

One of the starkest trends from the last few months has been seen in social media, arguably fulfilling its original premise of bringing people together, making connections and sharing experiences.

Covid-19 outbreaks saw digital media play a significant role in news gathering for audiences, though trust in social media as a source of news is concerningly low and perhaps part of a wider distrust trend

- 55% of the global population use social media to get the latest updates
- 67% usage in 16-24 demographics
- 22% of users trust social media as a source for news
- 38% of internet users trust general news media

## 'TRADITIONAL' OR 'OFFLINE' MEDIA IS HOLDING ON

With increased time at home seen during lockdown periods, audiences flocked back to their TVs and rediscovered the role of national broadcasters in their lives, with news viewing a huge driver.

- 43% of consumers are watching more television

## HOW ARE PEOPLE SHOPPING – AN ACCELERATION TO MOBILE

- 20% increase in downloads of shopping apps from January (14.4m)
- 15% growth in downloads of Chinese e-commerce apps (*AliExpress, Alibaba.com*) month over month
- 59% of US adults prefer to shop using their mobile phone, rising to 90% in the 25-34 age group

The challenging dichotomy here for retailers and brands is that as e-commerce grows, shelf space is shrinking. Where the bricks and mortar physical shelf has tens to hundreds of SKU facings in a particular category, the digital 'desktop' shelf displays six – 12 SKUs for consideration. Enter

the mobile shelf, only displaying two to three SKUs and as we shift to voice search, an Alexa enabled device for example, only suggests one SKU in response to an unbranded purchase inquiry. If a brand is not winning the digital shelf versus challengers, it ultimately ceases to exist on the shopper's shelf.

So, while shopping habits are changing, this does not reflect a total abandonment of bricks and mortar shopping. In fact, UK data reported by eMarketer shows that as many, if not more, people are still intending to shop for groceries physically in store. Consumers are not becoming more loyal to one channel of shopping, rather expanding their choices.

## HOW BRANDS HAVE ADAPTED

Many brands have had to pivot to direct-to-consumer models, recognising an opportunity to speak directly to their shoppers.

In September, Burberry debuted its SS21 collection on Twitch, becoming the first luxury brand to partner with the live-streaming platform. Burberry launched the season collection with a pre-show chat between the four guest hosts and then cut to the runway and a live performance by contemporary artist Anne Imhof. The collection coincided with a 24 hour pre-order sale on the brand's website – an example of how the pandemic has enabled brands to test and learn, challenging what's possible and seeing how the future could look.





# CATEGORY FOCUS GIN





**Has Gin hit its maturity?** While many expected Gin to have had its fifteen minutes of fame by now, the category has proven to be resilient.

Continual innovation and premiumisation has seen endless possibilities transform the category in ways that were non-existent just a few years ago. As Gin drinking occasions evolve and we're seeing more and more brands and flavours on the market, it is evident that Gin's reign is far from over.

To put the category's growth into context, back in 2016, Gin was worth £1bn. In just four short years, this category added more than £1bn in value and is now worth £2.2bn. This makes Gin the second biggest category in spirits with value sales accounting for over one fifth of the market. The category might not be growing as previously seen, but with 20.5m Gin drinkers across the UK, it is still witnessing strong penetration growth at +19%.

Its provenance makes it incredibly relevant to us in the UK. It isn't restricted to a geographical region like Scotch. Or reliant on weather conditions like wine. From Girvan to Guildford, distilleries are literally on everyone's doorstep. Its accessible liquid profile makes it easy for consumers to understand and articulate to friends, with brands, colours, flavours, garnishes and serves capturing their imagination and taste buds.

Having a Gin collection is becoming a badge of honour where Gin itself has become a social currency. It's also a premium category. It has a way of elevating any

occasion, with more and more choice of quality Gin and mixers available than ever before. These factors combined with the category's more affluent and slightly younger consumer, means Gin is well-placed for long-term success – by 2022, Gin has the potential to grow to over £3bn.

*Innovation is change that unlocks new value"*

Jamie Notter, Innovation Strategist

And this could not be truer for Gin in the Off Trade. Over half the value sales of Spirits innovation have come from Gin brands.

In the last year alone, 127 new gins came to market. New product development is undoubtedly crucial to the category, accounting for 41% of total value growth within gin, the equivalent to £72.5m.

So why do consumers keep coming back for more? Driven by the desire to try new and different things, newness and distinctiveness is pivotal for the success of Gin in order to retain excitement in this dynamic category.

Following last year's success of Hendrick's Gin's first concept-led launch Hendrick's Midsummer Solstice, the next innovation to come from master distiller Lesley Gracie's Cabinet of Curiosities, Hendrick's Lunar, is now the number one Premium+ Gin launched in the last year.



## EVOLVING GIN OCCASIONS AND THE RISE OF THE HOME-BARTENDER

Gin has seen major success off the back of consumer trends moving to more meaningful social occasions. Gin consumers are more likely to be motivated by spending quality time or to bond with others (vs Total Spirits) and this has only accelerated over the last few years.

As a result, the popularity of the light and refreshing G&T serve has continued to gain momentum. CGA reports consumers' increasing affinity to Gin and gin-based cocktails as it continues to be the number one category drunk out-of-home.

However social sharing is not limited to the On Trade. Consumers are increasingly shining a light on the bonding moment at home through hosting. Whether dinner parties or BBQs, the rise in at-home occasions is becoming a bigger opportunity, especially for Premium+ Gins, where 18% of Gin drinkers strongly agree it's worth paying more for quality drinks at home.

And in addition to wanting to impress, consumers are also increasingly looking to 'treat' themselves with alcohol at-

home, which has only accelerated during lockdown. Since the onset of the pandemic consumers have adapted their drinking occasions, bringing rise to a boom in creativity and experimentation at-home and a new-found pleasure in fashioning the 'home bar'.

Hendrick's has shown how the retail bar is being raised by making it easy for consumers to be inspired and educated on great serves in-store. In partnership with Fever Tree, the Sainsbury's seasonal bay takeover acts as a destination point, complete with everything consumers need to create four different festive Hendrick's serves alongside an in-built TV screen playing recipe videos to inspire passers-by.

Sales of Premium+ Gin in the Off Trade are up +13% as consumers look to trade up to a premium treat. Hendrick's is seeing growth in the Off Trade driven by Hendrick's Original as well as Hendrick's Lunar.

Given the versatility of Gin is enabling consumers to be more playful with their drinks at home, it is no surprise that Flavoured Gin is growing +32% (vs +10% Unflavoured Gin) in the Off Trade. The home bartender is quite the force to be reckoned with, evidenced through Google searches for 'Gin cocktails' peaking this year between April and June.





## PINK GIN? THAT WAS SO 2019... RIGHT?

You only have to scroll through the first few images of the 200k+ posts on Instagram with #pinkGin to see just how popular this spirit has become. Flavoured Gin has more than doubled its share in Total Gin over the last two years, now accounting for 41% of Total Gin value sales, worth over £900m.

This is indicative of today's trends as consumers continue to experiment and seek to try new Flavoured Gin brands. But, as anticipated, the evolution of peoples' palates has meant that brands have had to adapt in a world beyond Pink Gin. From Gordon's Sicilian Lemon to Whitley Neill's Gooseberry Gin, today we see a plethora of flavours in the market. In fact, in the Off Trade when we look at the Top 10 selling Flavoured Gin brands launched in the last year, none of these are pink!

In 2019, Asda added 10 brand new Gin ranges to its collection, including that of William Grant & Sons and innovation brand Verano Gin, which now sits at a top 2 position in value sales, driven by the launch of its latest flavoured variant, Verano Passionfruit.

Many Gin brands have also begun to diversify their portfolio beyond flavours and Gin itself. The essence of Bombay Sapphire Gin has infiltrated the market as the brand has launched its 'Bombay Creations' 5cl Gin Liqueurs, as well as entering the ever-growing Ready To Drink (RTD) category with its classic G&T in a can. With a reputation of doing things differently, Hendrick's Gin continues to push boundaries with the launch of Hendrick's Absinthe earlier this year – re-imagining the category and using Hendrick's signature flavours of rose and cucumber.

## WHERE NEXT FOR GIN?

The ability of Gin to continually spark excitement has invigorated the category and continues to drive interest among consumers. From the indulgent hedonists looking to treat themselves at home, to the sophisticated socialisers looking to connect and refresh... so long as Gin continues to innovate and be culturally relevant, this unrivalled spirit is here to stay.



Nielsen MAT data to 05.09.20 + CGA MAT data to 08.08.20

Kantar Alcovision Total Trade 7-day Penetration 12 m/e data to 31.03.20

Kantar World Panel – Shopper Spend (£000) 52 w/e 06.09.20

Nielsen + CGA December 2018

Nielsen MAT data to 05.09.20

Kantar Alcovision Total Trade Occasionality Profile 24 m/e data to 31.03.20


CGA Brandtrack Feb 2020 vs Feb 2019

Google Trends 2020

Nielsen MAT data to 05.09.20 + CGA MAT data to 08.08.20

Kantar | Alcovision Panel | 12 m/e 30th Sept 2020





**MONKEY  
SHOULDER®**  
THE ORIGINAL

CATEGORY  
FOCUS  
WHISKY



## WHISKY CONTINUES TO EVOLVE

Whisky is a Top 3 spirits category valued at £2bn across both the On and the Off Trade. In the Off Trade Whisky accounts for one in four purchases of all spirits, with sales over £1.3bn.

But what makes this category so unique and appealing? With distilleries spanning all corners of the globe and countries from Scotland to USA to Japan, the delicate craft of Whisky distilling produces a wide range of variations and types that make it a truly diverse and immersive category. This category spans across Single Malt, Blended, American, Irish, World of Whiskies and Whisky Liqueurs. It is a truly global category and with that comes a phenomenal variety of consumers. In addition to traditional Whisky manufacturing hubs, lately we are seeing even more geographical diversity of Whisky producers such as English, Welsh and Swedish.

## THE NEW AGE WHISKY CONSUMER

While Whisky has faced challenges in shifting age-old perceptions and stereotypes, in recent years the category has shown that strong heritage can also go hand-in-hand with innovation. Whisky is seeing growing interest from a new generation of millennial drinkers who are helping to transform the scene, making it more global, more diverse, and enjoyed by younger people. In addition, the new age Whisky consumer also includes more female drinkers, as attitudes to the category shift, and people become more exploratory. These dynamics are ensuring Whisky is becoming an increasingly exciting category to navigate and engage with.

Whisky innovation can be seen in its increasing diversity of formats and flavours. In 2020 Haig Club launched its Ready-to-Drink (RTD) Haig Club Clubman, while Jack Daniel's extended its flavoured Whiskey Liqueurs range with the launch of JD Tennessee Apple. Peated Scotch Whisky in particular has seen growing interest, up +5% in the Off Trade, driven by brands such as Laphroaig, Bunnahabhain and Ardbeg. The acquired taste for peat has seen Glenfiddich adding to its Experimental Series range with the launch of Fire & Cane and Monkey Shoulder's launch of Smokey Monkey.

Some Whisky brands are gaining traction by pushing boundaries in Whisky production such as Compass Box, which claims to be a world first with its blend of Scotch and Calvados, and the William Grant & Sons innovation Whisky brand Ailsa Bay, which is the only Scotch Whisky to undergo a process called 'micro maturation'.

There has also been a recent focus on small production runs and scarcity. At the very top-end there are many examples of Whisky variants that are only produced in a small quantity, targeting connoisseurs, fanatics and collectors. In May 2020 John Crabbie & Co released its latest expression in advance of World Whisky Day – a single cask 1994 25YO Island Malt with just 247 bottles available in the UK, priced at £300 per bottle. Another example is The Secret Speyside Collection launched in July 2020. It has 15 rare Single Malts from sought-after distilleries, comprising Whiskies varying in age from 18 to 30 years old.



## WHISKY FOR EVERY OCCASION

Whisky's diversity also stretches into the array of occasions it can play into. Imported Whiskies play a big role in social occasions, with both American and Irish over-indexing on social sharing missions. The evolution of this occasion can be demonstrated through the growth of Imported Whisky which is up 13% vs +7% Total Whisky in the Off Trade.

Also in the Off Trade, American Whiskey, which makes up three-quarters of the Imported Category, is up +9.4%, with Irish up +25%. And as consumers look to broaden their repertoire of Whisky outside of Scotch and American, Irish and Canadian, the 'World of Whiskies' is growing +29%. Whisky cocktails continue to gain momentum, with both Irish and American Whiskey shares on menu increasing in the last couple of years with more innovative serves appealing to more consumers.

Over the last few years, Scotch Whisky brands have pushed the boundaries, expanding the occasions where consumers can enjoy and engage with the category. Diageo has been tapping into more high-tempo occasions with The Jonny Walker Highball experience and Haig Club House Party. Even at the very top end, consumers are opting for Scotch Whisky to bond and socialise. In late 2019, Glenfiddich debuted Grand Cru – a 23 year-old Glenfiddich Single Malt finished in rare French Cuvée casks for up to six months, which is a sophisticated choice for those premium celebratory moments.

The 'wind down' or 'chill out' occasion, however, still remains a prime motivator to consume Whisky with 31% of consumers saying that this is a core need state according to Kantar.







Malt Whisky over-indexes on ‘treat/reward’ and ‘have time for myself’ as consumers increasingly look to indulge themselves with premium treats. For Malt Whisky shoppers, looking ‘premium’ is a product trigger for 25% of Single Malt purchases, and is likely why Single Malt Scotch’s second mission is Gifting, as one in five purchases of Single Malt are as a present.

## POST-PANDEMIC OPPORTUNITIES

We’ve seen changeable consumer behaviour for the most part of 2020, understandably, and the resultant impact on all categories, with Whisky being no exception. How people change their spending habits and patterns during times of economic pressure still remains an uncertainty. However, one of the learnings from the 2008/9 financial crisis was that the Single Malt category actually grew by +4%, as people were looking for an ‘affordable luxury’ and an excuse to create small ‘treat’ occasions at home.

There is also a big opportunity for Whisky to capitalise on the growth of e-commerce. With consumers less willing to spend time in-store, an opportunity for online platforms rises. Whisky is one of the categories over-indexing when it comes to time spent on research. People are keen to learn and digest detailed information, accompanied with lifestyle images, as well as product descriptions – all of these are highlighted as important when shopping online.

Consumers also look at reviews which play a higher role in the final decision for Spirits shoppers compared with other BWS

categories. In September 2020, Ocado ran a ‘Whisky at home’ banner with enhanced online content on its website in partnership with William Grant & Sons UK. This helped customers to choose based on flavour, categorising them in four main groups: Sweet, Fruity, Spicy or Smoky and certainly helped to drive the Whisky category in Ocado. We have seen sales increase by +75% in Blended Whisky, +82% in Single Malt and +150% in Irish vs the same period last year.

## THE FUTURE OF WHISKY

Whisky continues to play an integral role in the Spirits category. From pioneering production methods through to brand innovation and evolving occasions, Whisky remains topical and relevant to a growing consumer base. For any category to remain resilient in an ever-dynamic marketplace, it needs to evolve and Whisky is at the forefront of this. What really makes this category unique is its incredible diversity – truly understanding this will help engage and excite new and existing Whisky drinkers by tapping into more consumer moments. Through building on the six demand drivers in Whisky, from William Grant & Sons’ Whisky vision: ‘The Future of Whisky’, of Discover, Treat, Unwind, Bonding, Energising and Giving, there is phenomenal potential still within the Whisky category. Our category vision outlines an additional £318m opportunity for the category by 2025, across all channels of trade. And to put that in context, that’s adding over 15% more value to the category in the next five years. The future of Whisky looks bright.

Nielsen Total Coverage UK 52w/g 5th September 2020

Kantar Purchase Panel: 52w/e 6th September 2020

Kantar Alcovision Panel: 24 m/e 31st March 2020

CGA MAT data to 08.08.20

NEPA: Path to purchase 20

Euromonitor International





# OFF TRADE: MARKET OVERVIEW

The Off Trade total BWS market is worth **£20.3BN**  
Value sales growth has increased, now up **+14.3%**, with volume up **+14.1%**.



The BWS market has grown by almost **£2.5BN** in the last year, with LADs (*Long Alcoholic Drinks*) accounting for **47%** of the growth.



There are now over **57,300 OFF TRADE OUTLETS** in the UK.



The table wine category remains the largest BWS Off Trade category, worth **£5.9BN** and accounts for almost a third of BWS sales. However, the category continues to see value and volume performance well behind total BWS.



Spirits sees **DOUBLE DIGIT GROWTH** compared to last year, **+12.0%** in value, driven largely by gin and rum.



# THE OFF TRADE SPIRITS SECTOR

## £5.3BN WORTH

The spirits sector is worth **£5.3bn**, and is seeing accelerated growth of **+12.0%** value growth, and **+10%** volume growth.

## 250.9M LITRES

The growth of **22.8m** litres in the last year equates to over **62,000** additional litres being purchased every day.

We have seen a significant amount of new shoppers in the Off Trade, due to the On Trade closures, however we have also seen a growth in frequency and spend per trip.

Off Trade **grocery** is in growth **+9.7%** growth & **+8.0%** volume growth, driven strongly by online.

<b>+9.7%</b> growth	<b>8.0%</b> volume growth
------------------------	------------------------------

**Online** has been the key winner in terms of channels for alcohol, with **+154.8%** value growth for the four weeks up to August 2020. Similarly, this growth has been driven by new shoppers into the channel, with over 80% of all online growth coming from people who didn’t shop in the channel the same month last year.

**Categories** which have driven particularly strong growth in the Off Trade are flavoured gin (**+32.3%**), flavoured vodka (**+21.7%**), Spiced Rum (**+35.5%**), Irish whiskey (**+24.8%**), and Specialities (**+23.0%**).

**Large and recognisable brands** continue to be the key winners during times of uncertainty – shoppers are opting for brands they are comfortable with and know.

## £585 MILLION

Premium Spirits accounted for **£585m** in the Off Trade, up **+7.6%**, whereas Mainstream Spirits are growing **+12.5%**, potentially due to recessionary impact in 2020.

The **Convenience** channel is growing ahead of grocery **+20.9%** value and **+18.9%** volume as the ‘remain local’ strategy is a factor for consumers.



## GB OFF TRADE: TOP SPIRITS CATEGORIES

GB TOTAL COVERAGE	VALUE SHARE %	% CHANGE	VOLUME SHARE %	% CHANGE
NON-FLAVOURED VODKA	23.7	8.4	25.9	6.6
BLENDED SCOTCH	13.8	4.4	15	2.2
NON-FLAVOURED GIN	13.4	10.2	13.3	8.8
FLAVOURED GIN	8.5	32.3	7.4	31.6
AMERICAN	5.2	9.4	4.2	6.3
NON-CREAM LIQUEURS	5.1	11.7	4.8	12.6
MALT SCOTCH	4.6	7.9	2.6	8.5
FLAVOURED/SPICED RUM	4.0	35.5	4.0	30.3
FRENCH GRAPE BRANDY	3.4	7.1	3.7	6.0
CREAM LIQUEURS	3.1	10.4	4.8	8.7

## VALUE SALES

BRAND	MAT TY (VALUE SALES)	MAT % CHG YA
SMIRNOFF RED LABEL	462,336,299	3.5
THE FAMOUS GROUSE	245,820,173	8.1
GORDON'S GIN	234,218,517	7.6
JACK DANIELS TENNESSEE WHISKEY	190,659,108	10.8
GLEN'S Vodka	177,495,370	10.5
RUSSIAN STANDARD	152,581,776	8.1
GORDON'S PREMIUM PINK	136,204,094	-3.9
CAPTAIN MORGANS SPICED	118,938,976	20.4
BAILEYS ORIGINAL	116,939,822	10.0
BACARDI CARTA BLANCA	114,308,008	16.6

## VOLUME (9LITRE CASES)

BRAND	MAT TY	MAT % CHG YA
SMIRNOFF RED LABEL	2,546,696	0.1
THE FAMOUS GROUSE	1,429,224	4.8
GORDON'S GIN	1,343,007	2.9
GLEN'S Vodka	992,960	9.7
RUSSIAN STANDARD	910,891	5.9
BAILEYS ORIGINAL	892,047	8.3
JACK DANIELS TENNESSEE WHISKEY	804,704	8.1
GORDON'S PREMIUM PINK	697,449	-6.9
BACARDI CARTA BLANCA	667,595	13.3
CAPTAIN MORGANS SPICED	666,615	15.5



# ON TRADE: MARKET OVERVIEW

## TOTAL BWS IS WORTH £16.9BN, DOWN -35.4%

Spirits ranks behind beer for BWS, with 27% market share.

Premium spirits performs ahead of both overall BWS and Spirits, although also declining. Similar to the Off Trade, Gin and Rum are the better performing categories and, along with Liqueurs & Specialties, help Spirits perform ahead of overall BWS.

Avoidance of city centres and with large numbers of employees **working from home** has led to market dynamics changing, meaning venues in small towns are performing better.

Premium spirits performs ahead of both overall BWS and Spirits, although also declining.

**76% OF CONSUMERS** said they planned to visit eating and drinking out venues when permitted to do so in December 2020..

On-Trade Spirits decline has been severe: -34.7% in value and -35.9% in volume year on year.

The flavoured gin (+25.2%) and Spiced Rum (+25.6%) categories are the best performing, showing a similar trend to the Off-Trade.

The On Trade closures and restrictions in 2020 led to overall decline of **-40% in annual turnover across the UK hospitality sector, equating to a loss of £53.3Bn.**

From a spirits quality perspective, the super-premium end of the market sees the weakest ROS return, with -43% compared to the same period in 2019. This suggests that financial constraints for consumers have made them less

## TOTAL SPIRITS IS WORTH £4.6BN, DOWN -34.7%

Despite declining, Spirits declines behind the overall BWS market, which is slowed more by beer and table wine.

**IN MAJOR CITIES 21%** of on trade outlets had not re-opened by the start of October 2020 (*vs. 19% across the country*).

Similar to the Off Trade, Gin and Rum are the better performing categories and, along with Liqueurs & Specialties, help Spirits grow ahead of overall BWS.

Despite declining, Spirits declines behind the overall BWS market, which is slowed more by beer and table wine. Spirits ranks behind beer for BWS, with 27% market share.

**52% OF UK CONSUMERS** took part in the **Eat Out to Help Out Scheme**, showing that despite the pandemic, demand for the On Trade remains.

Again, consumers are opting for large and recognisable brands, such as Baileys, Disaronno and Aperol.

We are seeing so many **venues adapt** to the new needs of consumers in the On Trade... from new offerings and use of technology to order, to adapting to outdoors, different use of space, and communicating in new ways.

likely to buy into the high end of the market. That said, it is important to consider that IFT is where super-premium spirits over-index and, therefore, will be contributing to this under performance.

## ON TRADE

GB TOTAL COVERAGE	VALUE SHARE %	% CHANGE	VOLUME SHARE %	% CHANGE
NON-FLAVOURED VODKA	24.4	-35.9	25.2	-37.2
NON-FLAVOURED GIN	13.4	-39.7	12.1	-41.1
NON-CREAM LIQUEURS	10.6	-32.2	11.6	-32.6
FLAVOURED GIN	9.8	-25.2	9.7	-28.0
AMERICAN	5.7	-35.8	5.3	-36.7
FLAVOURED/SPICE RUM	5.4	-25.6	5.7	-27.1
BLENDED WHISKY	4.7	-38.1	5.1	-39.5
SPECIALITIES	4.3	-41.8	4.7	-42.6
WHITE RUM	3.1	-36.7	3.0	-38.0
SAMBUCA	2.9	-32.9	3.3	-33.8

## VALUE SALES

BRAND	MAT TY	MAT % CHG YA
SMIRNOFF RED	699,849,887	-36.2
GORDON'S PREMIUM PINK DISTILLED GIN	254,953,115	-32.2
GORDON'S	180,418,475	-40.7
CAPTAIN MORGANS SPICED	173,875,086	-26.1
JAGERMEISTER	172,922,125	-34.8
JACK DANIELS	169,887,537	-35.1
COURVOISIER VS ***	90,454,226	-33.2
BACARDI CARTA BLANCA	87,365,872	-37.7
FAMOUS GROUSE	80,511,940	-38.7
BOMBAY SAPPHIRE	76,301,078	-40.3

## VOLUME (9LITRE CASES)

BRAND	MAT TY	MAT % CHG YA
SMIRNOFF RED	687,777	-37.28
GORDON'S PREMIUM PINK DISTILLED GIN	245,391	-34.94
GORDON'S	179,618	-41.90
CAPTAIN MORGANS SPICED	176,370	-28.00
JAGERMEISTER	163,689	-35.59
JACK DANIELS TENNESSEE WHISKEY	152,067	-36.44
FAMOUS GROUSE	87,332	-39.97
BACARDI CARTA BLANCA	84,037	-38.66
BAILEYS	82,659	-30.55
COURVOISIER VS ***	79,664	-34.94





The colourful, eye-catching Discarded Umbrella Winter Garden at Bala Baya in Southwark, London. Made from 200 umbrellas rescued from TFL underground, which would have otherwise been thrown away, they've been given a new lease of life in partnership with sustainable spirits company Discarded.

APPENDIX



# GLOSSARY

ABV: <i>Alcohol by volume</i>	NAS: <i>Non-Age Statement</i>
AI: <i>Artificial Intelligence</i>	NPD: <i>New product development</i>
BWS: <i>Beers, Wines and Spirits</i>	OFF-TRADE: <i>Consumption off-premise, i.e. in the home</i>
CATEGORY: <i>e.g. vodka, liqueur, rum, whisky, brandy &amp; Cognac</i>	OMNI-CHANNEL: <i>The use of all physical channels (offline) and digital channels (online) for a seamless and unified customer experience</i>
CIRCUIT BARS: <i>Predominantly high street, late night venues on a frequently trodden local circuit</i>	ON-TRADE: <i>Consumption on premise, i.e. in pubs, bars, hotels, restaurants &amp; clubs</i>
CONVENIENCE MULTIPLES: <i>Convenience specialists – Supermarket-based chains e.g. Sainsbury's Local or Tesco Express</i>	PENETRATION %: <i>A measure of brand or category equity. Number of households/ individuals that bought the defined category/ brand at least once in the considered time period as a percentage of total households/individuals</i>
FMCG: <i>Fast-moving consumer goods</i>	POS: <i>Point of Sale</i>
GB: <i>Great Britain (England, Scotland and Wales)</i>	ROS: <i>Rate of Sale</i>
IGD: <i>IGD is an education and training charity for the food and grocery industry that undertakes research for the benefit of the public</i>	RTD: <i>Ready to drink. Packaged beverages sold in a prepared form, ready for consumption</i>
INDEPENDENTS: <i>Small stores with a single location or up to three locations, often owned by an individual, family or two person partnership</i>	SEO: <i>Search engine optimisation is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results</i>
LIGHT WINE: <i>Any wine with an ABV of 0-14%</i>	SKU: <i>Stock Keeping Unit</i>
MAT: <i>Moving Annual Total</i>	VALUE: <i>£ms, unless stated</i>
MULTIPLE FORECOURTS: <i>Sites operated jointly by an oil company and a convenience specialist retailer or symbol</i>	VOLUME: <i>000 9L cases, unless stated</i>
GROCERY MULTIPLE(S): <i>The major GB supermarkets including Co-op</i>	VS: <i>Very Special. Aged for minimum of 2 years</i>
CIRCUIT BARS: <i>Predominantly high street, late night venues on a frequently trodden local circuit</i>	VSOP: <i>Very Special Old Pale. Aged for minimum of 4 years</i>
CONVENIENCE MULTIPLES: <i>Convenience specialists – Supermarket-based chains e.g. Sainsbury's Local or Tesco Express</i>	WHOLESALE: <i>Wholesale operation based in self-service depots</i>
MULTIPLE OFF LICENSE: <i>Shops licensed to sell alcoholic beverages for consumption off premises</i>	YO: <i>Year Old, i.e. Glenfiddich 12 YO</i>

This report was produced by William Grant & Sons UK in December 2020. Any material used from this report must be acknowledged and sourced as William Grant & Sons UK 2020.

## MEDIA ENQUIRIES

For media enquiries, please contact:  
[wgs@wcommunications.co.uk](mailto:wgs@wcommunications.co.uk)

## RESPONSIBLE DRINKING

All alcohol should be consumed in moderation. William Grant & Sons UK adheres to a company Code of Practice for the responsible marketing of its brands in the UK to ensure that all its activities comply with the relevant legislation. William Grant & Sons UK is a member of Drinkaware and a signatory of the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. As part of our efforts to promote responsible alcohol consumption, we work closely with industry partners such as the International Alliance for Responsible Drinking and the Scotch Whisky Association.





**DRAMBUIE**  
THE ISLE OF SKYE  
LIQUEUR  
THE ISLE OF SKYE  
LIQUEUR  
THE ISLE OF SKYE  
LIQUEUR

THANK  
YOU