



CAPITALIZE ON DRY JANUARY AND BEYOND: BOOST SALES WITH THE GROWING DEMAND FOR NON-ALCOHOLIC OPTIONS

We make building a non-alcoholic section easy with our curated list of top-selling products, carefully selected to align with current market trends. Our range includes the best non-alcoholic spirits, wines, and cocktails, chosen for their popularity and consumer appeal. By offering high-quality, alcohol-free options, we help you meet growing demand, attract new customers, and boost sales. With our expertise and handpicked selection, you can quickly create a standout non-alcoholic section that drives growth and satisfies evolving consumer preferences.

SEIZE THE MOMENT

Non-alcoholic products are a smart investment due to growing consumer demand, with over 30% of millennials choosing them weekly. They align with the shift towards healthier lifestyles focused on fitness and well-being. Additionally, they provide inclusive options for those avoiding alcohol for health, religious, or personal reasons, expanding your customer base.

TOP CONSUMER PICKS

- JP Chenet - All SKUs!
- Cipriani Bellini
- HP Juniper Rye & Cola
- HP Juniper Paloma
- ISH Spritz
- ISH Mojito
- Oddbird Blanc de Blanc (available at Cactus Club)
- Oddbird Spumante
- NOA 3 packs

Reach out to your local KIS rep and elevate your Non-Alcoholic selection today!

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GROWTH OF \$4 BILLION EXPECTED FROM NO-ALCOHOL CATEGORY BY 2028

This recent article from ISWR (International Wine and Spirits Record), the leading global drinks data and analytics provider, highlights the incredible growth potential currently driving the non-alcoholic sector.

The no- and low-alcohol drinks market is experiencing a transformative period of growth, driven by evolving consumer behaviours and the momentum of no-alcohol. Across 10 key markets, the combined no/low-alcohol market is expected to expand by +4% volume CAGR (compound annual growth rate) through 2028, with no-alcohol driving the majority of this growth, at +7% volume CAGR, while low-alcohol volumes remain broadly static. The no-alcohol category is expected to deliver incremental growth of US\$4bn+ by 2028.

Susie Goldspink, Head of No- and Low-Alcohol Insights at IWSR, notes: "As the no-alcohol category matures, consumers want more than just an absence of alcohol. They want products that deliver on taste, complexity, and overall drinking experience. This evolution is pushing the category further, prompting brands to innovate and raise the bar in terms of quality and variety."

STREAMLINE SUCCESS: UNLOCK THE POTENTIAL OF NON-ALCOHOLIC WITH OUR EXPERT PARTNERSHIP

Working with a small company that has a large portfolio lets you work smarter, not harder, especially in the rapidly growing non-alcoholic liquor industry. By consolidating suppliers, you simplify logistics, reduce administrative tasks, and save time. Our expert team can help you create a successful lifestyle section for non-alcoholic products, offering guidance on product selection, placement, and merchandising to maximize sales. With a single, reliable partner, you gain consistent product availability, better pricing, and personalized support, allowing you to capitalize on the booming non-alcoholic market while managing fewer relationships.



SUMMARY OF NON-ALCOHOLIC SALES STATISTICS FROM NIELSEN IQ

The KIS Consulting team has been diligently researching and analyzing the growing non-alcoholic beverage market to support the strategic addition of these products to their portfolio. By leveraging industry insights and market trends, our team is equipped to help retail clients tap into this expanding sector. With non-alcoholic products on the rise, we're dedicated to ensuring our clients can capitalize on this growth, offering a curated selection that meets evolving consumer demand and drives increased sales.

Canadian Non-Alcoholic Beverage Market Overview:

Total Market Size: \$199 million, growing at 24% year over year (YOY).

Vancouver Area Performance:

Vancouver Sales: \$9.8 million, up 28.8% YOY.

Non-Alcoholic Categories Breakdown:

- **Beer / Cider:**
 - Market Share: 76.1% of the total non-alcoholic market.
 - Growth: 23.3% YOY.
- **Wine:**
 - Market Share: 15.7% of the total non-alcoholic market.
 - Growth: 13.8% YOY.
- **Spirits:**
 - Market Share: 8.2% of the total non-alcoholic market.
 - Growth: 67.6% YOY (significantly higher than the other categories)
- **RTD/Mocktails (Ready-to-Drink):**
 - Sales in Canada: \$11.8 million.
 - Growth: 168% YOY (dramatic increase).

Cross-Purchase Trends:

Cross-Purchase Behavior: 75% of non-alcoholic beverage purchases in retail are made by consumers who are also purchasing alcohol.

This data illustrates a rapidly expanding non-alcoholic beverage market, particularly in the Lower Mainland, where the growth is outpacing the national average. The strongest growth is in the spirits category and in RTDs/Mocktails, indicating a shift toward more diverse non-alcoholic options.



PROFIT MARGIN MATRIX

PRODUCT	SIZE	UNIT PER CASE	COST	30% MARGIN	SELLING PRICE	PROFIT PER UNIT	PROFIT PER CASE
Odd Bird	750 ml	6	18.50	26.43	26.49	7.99	47.94
	Cans	24	5.63	8.04	7.99	2.36	56.64
L'Arjolle	750 ml	6	16.35	23.36	23.49	7.14	42.84
Cognato	Cans	24	5.00	7.14	6.99	1.99	47.76
JP Chenet	750 ml	12	10.47	14.96	14.99	4.52	54.24
Sinzero	750ml	6	14.50	20.71	20.99	6.49	38.94
	375ml	12	7.50	10.71	10.99	3.49	41.88
ISH	500ml	6	26.50	37.86	37.99	11.49	68.94
	RTD	24	4.00	5.71	5.99	1.99	47.76
NOA	700ml	6	24.99	35.70	35.99	11.00	66.00
	250ml	12	12.50	17.86	17.99	5.49	65.88
	Cans	14.83	6.00	8.57	8.99	2.99	44.34
Monday	750ml	6	34.83	49.76	49.99	15.16	90.96
HP Juniper	750ml	6	24.17	34.53	34.49	10.32	61.92
	750 ml	6	26.50	37.86	37.99	11.49	68.94
	Cans	24	3.83	5.47	5.49	1.66	39.84
Cipriani	180ml	24	4.08	5.83	5.99	1.91	45.84

Example:

Introduce the following product list to achieve the projected profit per turnover.

- 2 SKUs Oddbird bottles
- 1 SKU Cognato cans
- 2 SKUs of JP Chenet
- 2 SKUs ISH RTD
- 3 SKUs NOA spirit (700 ml)
- 2 SKUs HP Juniper spirits
- 2 SKUs HP Juniper RTD
- 1 SKU Cipriani Bellini

Total profit: \$802.02

If turned every month, annual profit: \$9624.24