



# Food & Alcohol Pairing: Consumer Occasions and Marketing Opportunities

*David Bird*

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Introduction As product differentiation has become more elusive across CPG sectors, the ball is in the court of manufacturers to seek out new routes to generate stand out. A food and alcohol pairing offer once such route and is one that can be used to leverage a product premium. Features and benefits Achieve sales growth by understanding the opportunities that can be realized through successful adoption of a food and alcohol pairings. Enhance credibility of sales pitches by better understanding consumer needs and wants from food and alcohol pairings. Stimulate insight for new product ideation by learning from best practice examples specifically, with supporting consumer, product and market insight. Highlights With differentiation more elusive, the food and alcohol pairings provides a route to a product premium in terms of trading up to more premium products and generating an elevated, more sophisticated and sensory approach to alcohol consumption. Food and alcohol pairings can be used by alcohol manufacturers as part of their corporate social responsibility concerns. Exclusive Datamonitor research has shown that half of all consumers who feel very well informed about food and alcohol pairings, pay a very high amount of attention to ensuring they do not drink too much alcohol in general. Your key questions answered What are the key consumer drivers of the food and alcohol pairing? How can food and alcohol pairings be harnessed to create winning brand positionings? How can a food and alcohol pairing be used in store in shopper marketing activations? What role can social media play in enhancing food and alcohol pairings?



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