

RTD

ready to drink focus

by Sharon Kirkham

The ready to drink category is flying high right now. Incorporating flavoured alcoholic beverages and ciders, these drinks generally come in small bottles and have an ABV of between 4-7%. They're often sweet in terms of taste and can range from mixed spirit offerings – often vodka or rum mixed with fruit or fruit flavouring, to alcohol mixed with energising stimulants such as caffeine, ginseng, guarana and taurine for that extra kick. Then of course, there's your ciders. And it's these attractive apple-based offerings that are currently hogging the top spots in this category.

With a volume growth of around 24% this past year, according to some sources, it remains to be seen if RTDs in this country can sustain this level of growth in the long term, or if we'll follow the global pattern which saw RTDs initially experience phenomenal growth before being forced to consolidate and become ever more inventive and innovative in terms of product and product marketing. But for the moment, as far as the South African market is concerned, there is still plenty of fizz in this particular category.



Archers Aqua

An upmarket spirit cooler that caters specifically to the sassy, up-market female drinker who is out to have some fun. This clear, sparkling beverage is a blend of Archers Schnapps and a crisp taste of fruit. Available in three refreshing flavours, namely Peach, Lime and Cranberry - Archers Aqua delivers a lively fruit taste with a mature schnapps finish.



Bad Girl

Described as 'sexy personified', Bad Girl is designed for those who dare to be different. With a vodka base, it comes in three funky flavours: Lemon, Cranberry and Vanilla-lime.



Bacardi Breezer

Containing original Bacardi Superior premium smooth white rum, Bacardi Breezer offers unique refreshment and a taste that has stood the test of time. A genuine reflection of modern day living, this spirit cooler is described as multi-faceted, creative and contradictory – simultaneously rooted and footloose, realistic yet playful. Available in a variety of flavours, Bacardi Breezer stands for pure, uninhibited, sociable fun – Latin and Cuban style.



Bernini

Bernini celebrates the natural by being the 100% pure alternative to anything artificial or self-consciously trendy. This quality, sparkling natural grape drink was first launched in 1990 and was unique because of its grape base. The brand subsequently, and successfully, introduced Bernini Dry in 2000.



Brutal Fruit

Described as 'the real fruit cocktail in a bottle', Brutal Fruit is a natural, pure fruit juice blend with a flirt of alcohol. The brand has used this juxtaposition of fruit juice and alcohol as its central theme, "Naughty by Nature". It's easy to drink and leaves no lingering aftertaste. Mild yet playful, Brutal Fruit is for the young, trendy consumer who has the confidence to be recognised as mischievous and sexy. Available in six flavours, including Manic Mango, Luscious Litchi, Sultry Strawberry, Ravishing Ruby Grapefruit, Lavacious Lemon and newcomer, Passionate Peach.



Caribbean Twist

This exotic drink has a superior rum base and is essentially a cocktail in a bottle. Simply add crushed ice and a cocktail umbrella for a true taste of the Caribbean. Available in four fruity flavours including: Pina Colada, Pineapple, Peach/Apricot, and Exotic Mango.



Esprit

Launched in 1984, as one of the first flavoured wines on the South African market with a 7% ABV, Esprit was then relaunched in 1996 as a natural fruit ale with an alcohol level of 5%. Available in two flavours; Peach and Apricot and Mango and Orange.



Foundry Premium Cider

Consumers can enjoy a brand new premium cider this summer. Slowly fermented and expertly brewed, Foundry Premium Cider is unique and offers a refreshingly smooth taste, along with a genuine dry finish. Aimed at stylish and ambitious consumers who love premium brands, it delivers a distinctive taste and comes packaged in a chunky green bottle with a foil closure that's unique to the cider market.



Hooch Fox

Hooch Fox is a refreshing vodka-based cooler available in four flavours; Howling Apple, Wild Blackcurrant, Sly Strawberry and Mad Mango. The apple and blackcurrant varieties contain a percentage of pure fruit juice, while the strawberry and mango flavours contain fruit pulp.



Hunter's

A premium, pure and thirst-quenching natural cider, Hunter's delivers the ultimate refreshment. Hunter's Gold was launched in 1988 and enjoyed resounding success. Hunter's Dry followed ten years later in 1998. Today, Hunter's extensive product range enjoys broad appeal.

- Hunter's Gold is the original golden cider with a slightly sweeter taste for natural and sparkling refreshment.
- Hunter's Dry is the real natural cider with a distinctive crisp and dry taste for pure, ultimate refreshment.
- Hunter's Export is an extra-matured natural cider that delivers a stronger and smoother experience.
- Hunter's Extreme is an apple-based alcoholic energy drink with caffeine, gaurana and taurine. Medium bodied, with a mild sweetness.



Klipdrift & Cola

This is "die heeltelmal eerste" South African pre-mixed brandy drink. Embodying all things South African, it's about braais, sport and sunshine. It's about a mix of cultures, languages and, of course, Klippies & Cola. Created from local Klipdrift brandy, it certainly has its roots firmly planted in our country's culture. Mixed with Cola, the result is a stylish recreation of one of South Africa's most original and popular mixes. Best enjoyed well chilled and straight from the bottle with good friends.



Redd's

The launch of Redd's Original in 1996 was SAB's first foray into the flavoured alcoholic beverage market. 2001 saw the launch of Redd's Dry, and there followed the launch of the innovative 660 ml Diva bottle in 2002. An apple ale that is cold filtered for clear, crisp refreshment, Redd's, with its fusion of fruit, delivers an intense burst of flavour.



Red Square Energiser

Aimed at the party animal and those who are determined to live life to the full, Red Square Energiser is an alcoholic energy drink containing caffeine, taurine, ginseng and, for than extra kick, a shot and a half of vodka. Available in three flavours: Vodka, Tequila, and the alcohol-free Reload – with an exciting new flavour to follow shortly.



Red Square Ice

Colourful and spirited, this fun spirit cooler with a vodka base comes in six exciting flavours; Blue – blueberry; Red – cranberry; Purple – loganberry; Green – Mexican lime; Gold – iron brew; and Pink – grapefruit.



Sarita Select

A premium dry alcoholic drink, Sarita Select is created from a medley of fine classic apple varieties. Expertly blended, it offers a full-bodied, refined apple taste and aroma. Targeted at today's discerning woman, Sarita Selects appeals to those who appreciate style, sophistication and superiority.



Savanna Dry

Launched in May 1996, Savanna Dry was distinct from other ciders on the market: It came in a bottle as opposed to a can, and was dry rather than sweet in taste. It wasn't long before the idea of placing a lemon wedge in the neck of the bottle before drinking became a ritual. Savanna is a cider based on the fermentation of the concentrated juice of typically South African apple cultivars. Launched in 2000, Savanna light contains only 3% alcohol, and as such presents a healthier alternative for consumers.



Smirnoff Spin

This clear spirit cooler contains pure Smirnoff Vodka with a crisp bite of lemon. Slightly sweet and refreshing, Smirnoff Spin is enjoyed by the image-driven young adult. Suited to any occasion, it is best served chilled.



Smirnoff Storm

Cloudy white in colour, this spirit cooler is premium strength RTD with an extra edge, at an ABV of 7%. Smirnoff Storm contains pure Smirnoff Vodka with a zesty citrus mix.



Smirnoff Twist

Smirnoff Twist is soda-based Smirnoff Vodka with a hint of flavour. More premium, masculine and sophisticated in terms of its packaging, Smirnoff Twist is clear in colour and slightly less sweet in taste with a 5% ABV. It comes in three unique flavours, namely Arctic Berry, Blood Orange and Sub-Tropical.



Vawter

Described as 'pure spring water with a wicked undercurrent', Vawter is a newcomer to the market. The only product of its kind in South Africa, it is made from fresh spring water sourced from the Franschhoek mountains, combined with premium vodka and a splash of lime. The unusual name reflects the synergy of its two key ingredients – spring water and vodka. Packaged in stylish 300 ml bottles, this cooler caters to consumers with a preference for purity of ingredients, and the young work-hard, play-hard professional.