

Ready-to-Drink Alcohol



Sports Drink Inspired

Adult fun-tionality meets comforting nostalgia as new RTD brands capture the look and feel reminiscent of sports drinks from the 90's and early 00's.



Lightstrike combines nostalgic packaging with classic flavors like orange mango, lemon lime and blue rush to elicit memories of vintage sports drinks.



SpikedAde mimics classic sports drinks that use colors as flavors, by offering electric red, orange, green or blue to consumers in a vodka-based RTD.

ABV Maxxing

While some consumers are shying away from alcohol, many brands recognize that another subset of the population is moving in the other direction, looking for high-ABV RTDs that pack a punch.



Twisted Tea Extreme offers a stronger version of an already popular RTD, coming in at 8% ABV compared to the original 5%.



Monaco Cocktails has a wide range of canned 9% ABV RTDs that play on multiple different flavors and classics.

Variety Packs

Brands are recognizing the fact that consumers want it all when it comes to new RTD flavors, and building variety packs helps meet that need.



High Noon released a Tropical Pack, featuring the exciting flavors of watermelon, mango, passion fruit and pineapple.



Two Chicks packages four of its most popular flavors into a variety pack made to entice consumers and show off the diversity of their offerings.

Better-for-You Options

Recent alcoholic RTD launches are toeing the line well, highlighting their ingredients and leveraging their messaging to convey the perception of hydration without making specific health claims.



9AM Club is a vodka-based RTD designed with a "better tomorrow" in mind, with a blend of real fruit juice and electrolytes.



Goldilocks delivers RTD cocktails that focus on balance, highlighting specific ingredients like prickly pear, inulin, sodium and magnesium.



Sinless is a brand built on guilt-free canned cocktails, with four clean, simple flavors that highlight its stats: 100 calories, 0 sugar and 0 carbs.

Less is More

As consumers look to RTDs as a replacement for traditional cocktails, brands are creating truer-to-form products, matching both the lower volume and higher ABV of a drink from the bar.



Tip Top aims to bring classic cocktail recipes back into the limelight, offering timeless favorites like the Manhattan, Margarita and more in a compact 100mL (~3.5oz) can, ranging from 22-37% ABV.



Post Meridiem utilizes a similar style, marketing their classic cocktails in 100mL cans, with the full recipe for each printed on the label itself.



Barker Martinis opted to package its larger format, shareable 20% ABV espresso and 16% ABV cappuccino martinis into 200mL cans fit for individual consumption.



Golden Rule Spirits touts its products as "top-shelf, bar-strength destination cocktails in a convenient 100mL can", with popular favorites including the daiquiri, old fashioned, and negroni, ranging from 24%-39.5% ABV.

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The Market

The global RTD alcohol market size was valued at \$3.2B USD in 2024 and is expected to grow at a CAGR of 15.4% from 2025 to 2030 (Grand View Research), which can largely be attributed to consumer switching within alcoholic beverage categories. As consumers continually desire flavor variety and convenience, canned and bottled RTD alcohol beverages offer both a wide range of options and enhanced portability, growing the number of occasions and settings in which they can be enjoyed.

Top 10 Flavors

- | | |
|---------------|---------------|
| 1. Margarita | 6. Peach |
| 2. Lemonade | 7. Lime |
| 3. Strawberry | 8. Mango |
| 4. Tea | 9. Lemon |
| 5. Pineapple | 10. Raspberry |

Innova (based on new, in-market product launches in North America, 2025)

Top 10 Claims

- | | |
|------------------------|-------------------------------|
| 1. Gluten Free | 6. No Additives/Preservatives |
| 2. Ethical Packaging | 7. Vegan |
| 3. Indulgent & Premium | 8. Low Calorie |
| 4. Sugar Free | 9. Limited Edition |
| 5. No Alcohol | 10. Kosher |

Innova (based on new, in-market product launches in North America, 2025)

Flavor Ideas Explore the fun and exciting flavors we've ideated, inspired by trending taste profiles in ready-to-drink alcohol.

Berry Bliss

Across all segments in the category, berries are consistently front and center when it comes to fun, innovative flavor options.

*Blackberry Lime | Strawberry Rhubarb
Raspberry Lemonade | Blueberry Basil*



A Nod to the Classics

Classic cocktail recipes work for a reason, and brands are now more than ever revisiting, elevating and reimagining these timeless classics.

*Pineapple Coconut (Piña Colada) | Orange Vanilla (Old Fashioned)
Cranberry Lime (Cosmopolitan) | Lemon Honey (Bee's Knees)*



Irresistible Indulgence

Sweet flavors and smooth textures remain popular among those looking for a treat in the form of an alcoholic beverage.

*Coffee Vanilla | Caramelized Pineapple
Cherry Cola | Chocolate Orange*



On Island Time

Consumers are searching for exotic, adventurous flavors across all their beverages, and alcohol is no exception.

*Passion Fruit Orange Guava (POG) | Pineapple Pomegranate
Strawberry Mango | Watermelon Mint*



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