


THE HARD SELTZER TREND



The Hard Seltzer trend has come to us straight from the US and now meets a great success all over the world. This new drink category is booming (+200% of product launches between 2019 and 2020 worldwide) as it perfectly meets major consumers' expectations: treat themselves thanks to natural and healthier products.

The recipe of this worldwide success is simple: a blend of sparkling water and alcohol, a small sugar content and a fruity and refreshing aromatic profile. Depending on their composition and on the alcohol base used, Hard Seltzers can be defined as hybrid concepts combining soda, cocktail and beer characteristics.

The search for fresh and natural notes

The aromatic signature is the main characteristic that will make your Hard Seltzer unique and innovative. The most popular flavours of this category are fruity notes, in particular citrus, red fruits, exotic fruits and water fruits with an aromatic profile which has to be as similar as possible to the real fruit.

What about Asia?

'Chu-ai', 'Highball' also known as Hard Soda, these products have an alcoholic base generally composed of vodka, whisky or rice alcohol. Melon, yuzu and pink grapefruit are the most appreciated flavours, especially by the Millennial Generation.

A dedicated range

We aim at supporting you the best in your strategic product developments. That's why our taste experts formulated a whole range of natural aromatic signatures dedicated to Hard Seltzer category, taking into account country-specific preferences. From classic references to original and sophisticated ones, these solutions will allow you to create products adapted to your brand strategy.

PRODUCT CARD

Ingredients

- An alcoholic base
- Sparkling water or soda
- Sugar or sweeteners
- Natural flavourings

Type of alcohol used

- Alcohol from cane sugar fermentation or malt
- Whisky
- Vodka
- Tequila
- Wine

Product positioning

- Low in sugar (between 0 and 4%)
- Low in alcohol (between 4 and 7%)
- Refreshing

Natural flavourings play a key role in the recipe by giving the product the fresh, natural and innovative signature.



OUR COLLECTION

FRUITS



Citrus



Red fruits



Exotic fruits



Water fruits

SIGNATURES



Peppers



Chilis



Flowers



Herbs & plants

Want to discover this range?
Don't hesitate to contact our dedicated sales team.