Shake up your range



Mixology has become one of the defining Christmas drinks trends of the past few years as shoppers choose to get creative and make their own festive cocktails at home. Cater to this growing trend and watch your sales soar

Cocktail ingredients and kits are no longer a nice-to-have at Christmas, they should be a core part of your festive range. A third of shoppers are deliberately choosing premium spirits to elevate their cocktails, and nearly half say they'll spend £40 or more on spirits for their festive drinks alone, which presents a big opportunity for retailers this festive season[1].

30% of households now buy ARTDs, up +3.5% year on year

(Source: Kantar Worldpanel, Total Coverage, 52w to 30.01.26)

Premium spirits should be a Christmas staple in your store. Placing them at eye level encourages shoppers to trade up when building their home-made concoctions.

Elevate the occasion

The biggest shift is towards cocktail kits, as customers are building a home-bar setup and they're looking for the ingredients and tools to match. Research has found 69% of shoppers have expanded their home cocktail equipment, and around 80% of that group now own a shaker and 76% have invested in dedicated glassware[1]. This growing emphasis on tools highlights a clear shift in direction when it comes to festive entertaining – creating and presentation now carry just as much weight as flavour.

Must-stock ingredients

While customers are looking to trade up over Christmas, cocktail ingredients should become a full range to build the occasion – spirits, mixers, garnishes and tools merchandised together are best-placed to capture this increased spend.

When planning your range, prioritise the following:

- Premium spirits – gin, rum, vodka, whisky and tequila
- Quality mixers and syrups – flavoured syrups, bitters and premium tonics/mixers
- Garnishes and finishing touches – citrus fruits, fresh herbs and other easy garnish options such as fresh berries, olives, cocktail cherries and paper umbrellas
- Bags of ice
- Tools and glassware – a small range of shakers and cocktail glasses could capture incremental spend

For shoppers looking for an everyday, great-value range of spirits and mixers make sure you're stocking **Prince Consort spirits** and **Local Living take-home soft drinks**. The ranges cover all the spirits, mixers and juices customers will need to shake up their cocktails.

The power of the RTD

RTDs remain a critical category at Christmas and a must-stock, with 60% of purchases being made on impulse[1], so don't let the RTD category slip while you're planning your cocktail-making range.

The 'drink on the go' appeal of RTDs makes them an important impulse driver. Volume is up 29% for cocktail RTDs and at Christmas they can meet the strong demand for convenient pre-mixed, ready-to-drink cocktails, ideal for last-minute top-ups, gifting or shoppers who want a festive drink without the commitment of building up a home bar[2]. Consider also stocking a small selection of low- and no-alcohol cocktail RTDs to capture the shoppers looking to moderate their alcohol intake this Christmas.

(Sources: [1]Mintel Global Category Assessment RTD 2024; [2]SmartView Convenience, Value & Unit Sales, 52w MAT to 31.01.25)

Click through to pages 32-33 for the bestsellers

TOP TIP Why not create cocktail recipe suggestions and position on shelf with your spirits range and in a dedicated 'all you need for cocktail-making' display to inspire customers and encourage spontaneous purchases?



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(Source: [1]Talking Retail, Christmas Spirit In Focus: Festive Alcohol, 02.12.25)

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