

A vibrant still-life photograph of several alcoholic drinks. In the foreground, a cut-crystal glass holds a red beverage with a sprig of rosemary. Behind it, a tall glass contains an orange drink with a slice of orange and a sprig of rosemary. To the right, a glass with a black straw holds a red drink with a lime slice and mint. Another glass in the background features a blueberry and mint garnish. The scene is set on a light-colored surface with fresh limes, blueberries, and mint leaves scattered around the glasses.

# 5 Tips for a successful alcoholic beverage introduction

**Winning the game in alcoholic beverage trends**

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## Key learnings

This whitepaper provides insights into the trends in the alcoholic beverage market and the key factors that contribute to the success of a winning prototype. It features interviews with five experts in the field who share their experiences and expertise.

- There is a growing trend towards RTD drinks with a low alcohol content, non-alcoholic beverages with alcoholic flavours, and natural ingredients in the alcoholic beverage industry.
- Winning prototypes require the right balance between acidity, sweetness, and flavours, and the need to incorporate multiple opinions about taste and product performance.
- Quality and pricing are crucial factors in introducing new products in the market, particularly in the vanilla industry where the government sets the export price for vanilla.
- The use of quality and local ingredients is becoming more common in the industry, and the value of experience and expertise in contributing to the quality of the product cannot be overstated.
- Natural disasters, fluctuations in government policies, and supply chain disruptions can impact vanilla prices and affect the vanilla industry.

# Introduction



The alcoholic beverage industry has seen a significant shift in recent years, with new trends emerging and consumer preferences changing. This whitepaper aims to provide insights into the current trends in the alcoholic beverage market and the key factors that contribute to the success of a winning

prototype, particularly in the alcoholic beverage industry. It features interviews with five experts in the field who share their experiences and expertise, including Lisanne van der Kooi, Volker Zurowietz, Bas de Kroon, Manuel Peña Roig, and Michel Goldbach.



***Alcoholic industry shifts towards innovation with low alcohol RTD drinks and natural ingredients.***  
Lisanne van der Kooi, Product developer Food Scientist for Hire

## Trends in alcoholic beverages



**In a recent discussion with Jasper Schouten, Lisanne van der Kooi, a food scientist from Food Scientist for Hire, shared her insights on current trends in the alcoholic beverage industry.**

From an upsurge in ready-to-drink (RTD) drinks with low alcohol content to the increasing demand for non-alcoholic drinks with alcoholic flavours such as mojito, the industry is seeing a shift towards more innovative products. Mixers in concentrate or powder form are also becoming popular as consumers can customize their drinks and adjust alcohol percentages to their liking. Hops and tea leaf combinations are being used to create a new type of beer marketed as either an alcoholic or replacement drink. Additionally, there is a growing preference for natural and organic ingredients with a move away from artificial ingredients.

**Balance and targeting the right group are key to winning prototypes.**  
Volker Zurowietz, Managing director  
Sweethouse



**Volker Zurowietz, co-founder of Sweethouse, shares his expertise on developing successful beverage prototypes in a recent episode of 1-2-Taste Talks Food Ingredients.** Volker believes in the importance of balancing acidity, sweetness, and flavours while also targeting the product to the intended audience. He stresses the value of incorporating multiple opinions from internal taste tests and consumers before sending out products for consumer testing. Volker highlights the key role sweetness plays in product development and creating a well-balanced sweetness profile.



## Key Factors for successful beverage prototypes



**Quality and pricing are key when introducing new vanilla products in the market, and expertise is essential in the industry.**  
Bas de Kroon, Managing partner Vanille BV

## The importance of quality and pricing



**Bas de Kroon, co-owner of Vanille BV, emphasizes the significance of quality and pricing when introducing new products in the vanilla industry.**

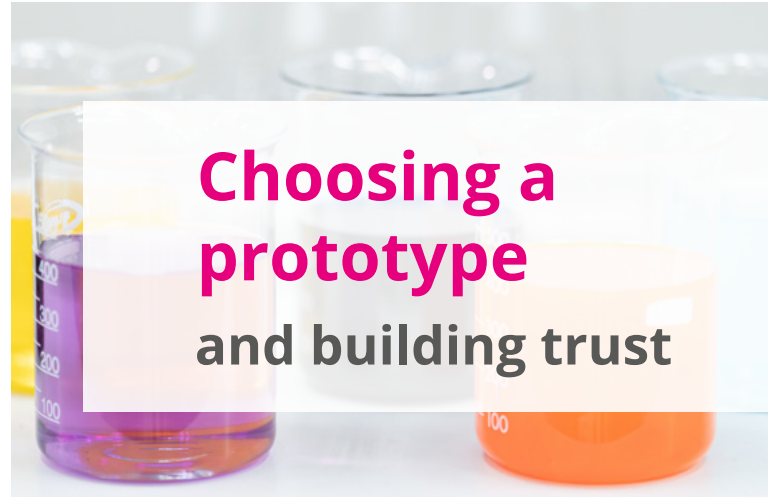
Madagascar sets the export price for vanilla, making it challenging to compete. However, Bas suggests that experience and expertise in the industry can contribute to product quality, and it is essential to create a high-quality product to be competitive. Bas also notes that other countries such as Uganda are making strides in improving the quality of vanilla.

*Collaborating with responsive suppliers is key to expanding product offerings and reducing inventory costs.*

**Manuel Peña Roig, CEO and co-founder Delsa**



**Manuel Peña Roig, the owner of DELSA, shares insights into the local beverage industry and advises clients to work with suppliers who can provide quick lead times to increase the variety of flavours they can offer.** Manuel believes building trust is crucial, and working together can take up to a year. DELSA works with clients' R&D departments to present several prototypes and offer alternatives and suggestions based on trends and experience.



## Choosing a prototype and building trust



*Building a sustainable future is a priority, and companies should prepare for unexpected supply chain challenges.*  
**Michel Goldbach, Managing director Dutch Essentials**

## Extraction and production of eucalyptus oil



**Michel Goldbach, the Operations Director of Dutch Essentials, discusses the extraction and production of eucalyptus oil and other extracts.**

The company produces extracts for use in the food and drink industry, and Michel emphasizes the importance of quality and sustainability in their production processes. The company prioritizes using locally sourced and organic raw materials and sustainable production methods. Michel notes that there is a growing demand for natural products, and Dutch Essentials is committed to meeting that demand while maintaining high-quality standards.



## Conclusion

The trend towards low alcohol content, natural ingredients, and the combination of flavours is shaping the alcoholic beverage market. Consumers are looking for new and innovative products that offer them the chance to customize their drinks and to try new flavours. The use of quality and local ingredients is also becoming more common in the industry. The key factors for winning prototypes include the right balance between acidity, sweetness, and flavours, and the need to incorporate multiple opinions about taste and product performance. Quality and pricing are crucial factors in introducing new products in the market.

## References

This whitepaper features interviews with five experts in the field who share their experiences and expertise: Lisanne van der Kooi (Food Scientist for Hire), Volker Zurowietz (Sweethouse), Bas de Kroon (Vanilla BV), Manuel Peña Roig (DELSA) and Michel Goldbach (Dutch Essentials).

## Contact us

### 1-2-Taste BV

[www.12Taste.com](http://www.12Taste.com)  
+31 85 0027748  
[sales-eu@12taste.com](mailto:sales-eu@12taste.com)

Plus Ultra II  
Bronland 10 P,  
6708 WH Wageningen  
The Netherlands

# Testimonials

**Juriaan Jansen**  
**JOPEN BEER**



“We often order from 1-2-Taste: testing a sample and getting exactly the same specs when ordering after is important for Jopen Bier. This is not something we can always rely on with others. Sometimes we need a very specific fruit-based ingredient or extract - these are **easy to find** on 1-2-Taste. Plus, their **fast and reliable service** ensures that the ingredients are fresh and delivered on time.

**Frederik Kampman - Founder**  
**LOWLANDER BEER**



“We from Lowlander Beer brew our beers with botanical ingredients as herbs, spices and fruits. Also we believe that we should not take too much from nature, but be responsible and sustainable. For these specific food ingredients we have turned to 1-2-Taste: Their selection of **high-quality ingredients** perfectly complements the bold and flavourful taste of Lowlander's beer.

**Michel Deckers - Founder**  
**MINER ENERGY**



“1-2-Taste is the ideal party for us to work with, as they really helped us with supplies of **smaller quantities** of ingredients. This way, we were able to start our dream as a startup. They think with us and are **hugely committed**, which built a lot of trust.

**Milo van Osch - Brewer/Owner**  
**TWEEBROUWERS TELL ME**



“For Tweebrouwers Tell Me as craft brewers ordering the right quantity of ingredients is key. We don't want to waste ingredients, but with other suppliers we can only order a large volumes. 1-2-Taste gets us exactly this: high-quality professional ingredients in a **low order quantity** - and still at **decent prices**.

