

# iReach Market Research in the Drinks Sector

iReach experience and expertise in the Alcohol and Drinks Sector



www.ireachinsights.com

# iReach Industry Expertise - Alcohol and Drinks Sector

iReach has built up significant experience and expertise in the Drinks and Alcohol sector having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from New Product Launch, Alcohol Consumption and Occasions, Mystery Shopping, Brand Awareness and Ad Testing. iReach is unique in our ability to support research projects across Consumer Sectors in ROI and NI.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research to provide significant value to Drinks Manufacturers, Alcohol Distributors and Retailers. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies.

## Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research on the Alcohol and Drinks sector in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including New Product Launch, Brand Awareness, Drinks Consumption and Occasions, Pricing and Advertising.
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Alcohol and Drinks sector from iReach on best practices across all Drinks verticals.
- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

## New Product Launch:

Using the iReach Consumer Decisions monthly Omnibus supported detailed market research to evaluate the launch of new Alcohol products into the on-trade and off-trade drinks sectors in Ireland and Northern Ireland.

## Consumption and Occasions:

Detailed study of the Consumption of Cider and Beer products and the occasions throughout the year such as summer BBQs, Christmas Parties, Work events etc. Research included switching behaviours and awareness of alcohol measures.

## Mystery Shopping

Mystery Shopping survey of Pubs, Hotels and Restaurants to measure promotional activities and impact of on-trade alcohol and drinks consumption, switching habits as well as brand awareness of selected premium beers.

## Brand Awareness and Ad Testing

Brand Awareness and Ad Testing of new Drinks formats and Packaging to identify which on-trade and off-trade Adverts, Marketing Materials and BTL Promotions using the iReach Consumer Decisions Panels of selected Age and Gender Demographics.



## Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

-  Monthly Omnibus
-  Online & CATI
-  Focus Groups & IDIs



For more details:

Please call Ciara Shaffrey on:  
01-400 3600 or email:  
[ciara.shaffrey@ireach.ie](mailto:ciara.shaffrey@ireach.ie)

iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

[www.ireachinsights.com](http://www.ireachinsights.com)