

RIO Cocktails

READY-TO-DRINK-COCKTAIL RANGE



Growing Category in EU



Impulse Appeal



Vibrant and eye-catching

Target group 18-35



Popular with young adults

Easy to Merchandise



Ideal for beer & RTD sections

High Rotation



Strong Margins



Shelf Impact

A Product Designed to Sell

High visibility, strong positioning, and impulse-driven purchase

WHY IT SELLS

Growing Category

RTD cocktails are among the fastest-growing beverage segments

Impulse Purchase

Eye-catching design drives attention and spontaneous buying

Target Group 18-35

The most active consumers in this category

Easy Shelf Placement

Fits naturally in beer, cider, and RTD sections

POSITIONING

Beer → Cider → RIO → High-proof spirit



RIO occupies the optimal position between beer, ciders and high-proof spirit drinks, enabling higher perceived value and stronger margins



+30% Stronger Shelf Visibility



Strawberry Daiquiri

Strawberry flavour with a fresh finish



Mango Margarita

Mango flavour with a citrus character



Blue Lagoon

Pineapple, Coconut, Orange with a citrus finish



Mojito

Lime and Mint for absolute freshness



Cosmopolitan

Cranberries, Lime and Orange for a captivating taste



Piña Colada

Coconut, Pineapple for a creamy tropical experience



Sex on the Beach

Bold flavour of Peach and Orange



Pink G'N Tonic

Intriguing flavour of Juniper and Forest fruits



Hibiscus G'N Tonic

Flavour of Juniper, Hibiscus with a citrus finish



Cuba Libre

Classical flavour of Cola, Rum and Lime



Aperio Spritz

Elegant flavour of Orange Spritz



YeBoom

Overwhelming flavour of bitter herbs shot