

PRESS RELEASE

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**akras**  
let there be taste

## **AKRAS presents the trend product "Hard Seltzer"**

**A drink from the USA, which is experiencing a boom worldwide**

Hard seltzer drinks are already well known in the USA, AKRAS is now launching the concept on the domestic market. Refreshing and alcoholic - a sparkling, ready-to-drink drink that is experiencing a huge boom worldwide.

Health and wellness are two buzzwords that are leading the trend today. Hard seltzer offers a healthier option for alcohol lovers. The features that make the drink so popular are the low alcohol and calorie content, a lot of water and a trendy packaging. The target group is a predominantly younger and experimental one. On the one hand there are people who would like to consume alcohol but do not like beer, and on the other hand there are beer lovers who are looking for an alternative with fewer calories.

The category of wine and beer finds a big competitor in Hard Seltzer, as it is clearly visible that more and more consumers are now turning to a Hard Seltzer who would otherwise have bought a wine or beer. According to the IWSR, Hard Seltzer is growing at a spectacular rate, taking more and more consumers away from other alcoholic beverage categories.



The composition of the drink can be varied. The most popular variation is the one with vodka, followed by rum and tequila, although it also leaves room for other spirits.

According to Nielsen, the drink had a 200% increase in sales in 2019 and should triple in the next few years. With the Hard Seltzer concept from AKRAS, you too can secure your place in the success.