

MOCKTAILS FOR GAMERS

Rather than lament the loss of alcohol sales to digital entertainment options, adult drink marketers should target gamers and online viewers with products that complement their lifestyles.



Adults drink less alcohol (e.g., beer, wine, and spirits) today than they did 20 years ago. The reasons range from mindful drinking, sober curious, and generational shifts to zebra striking (i.e., alternating between alcoholic and nonalcoholic drinks during social outings), health concerns, and no-alcohol campaigns like Dry January and Sober October.

But there's another major contributor, and perhaps the leading factor:

Screen time. Digital media usage has increasingly taken market share away from other entertainment sources, such as bars and movie theaters. Do you remember Blockbuster? The leader in home video rentals reached its peak in 2004 with \$6.1 billion in global revenues, 9,000 stores, and 60,000 employees. The company filed for bankruptcy in 2010, and nearly all of its stores closed by 2014.



Rising Entertainment Options

Global alcohol consumption began to decline in the mid-2000s. It's not a coincidence that this decade saw the launch of Facebook (2004), YouTube (2005), the Apple iPhone (2007), and the Android smartphone (2008). Online gaming also took off with the debut of more powerful consoles such as Xbox Live (2001), Xbox 360 (2005), and PlayStation 3 (2006), and the expansion of broadband high-speed internet in the early 2000s.

A recently published German study examined the association between social media usage and alcohol intake. The peer-reviewed research found that the more time people spent on social media, the less they drank. **In fact, for every 10 additional minutes on social platforms, alcohol consumption dropped by an average of 6.7%. Spending more time online means fewer real-world social interactions—one of the main drivers of drinking.**

While adult drink marketers have responded to the moderation trend with 0.0 nonalcoholic beers, low- and no-alcohol wines, and zero-proof spirits, they missed a golden opportunity to create or position their products for gamers, screen zombies, and other viewers.



How About a Mocktail for Gamers?

If you think it's too niche, consider that there are more than 200 million gamers in the U.S., and nearly half are female. Of those 200+ million, more than 25% (59 million) are highly engaged super gamers who play video games as their No. 1 source of entertainment.

Gamers play hard and get thirsty. **G Fuel, Rogue Energy, and soft drink brands (e.g., Coca-Cola League of Legends, Mountain Dew Game Fuel) are already targeting this demographic.** However, except for some beer sponsorships at esports events and competitions, alcohol brands have been largely absent from the gaming community, especially when it comes to products targeted to that market.

Product Development

To succeed in the gaming beverage market, start by partnering with actual gamers on product development, packaging, and marketing.

Craft digital-native branded beverages that provide gamers with late-night stamina, mental clarity, and thrilling refreshment. Consider adding caffeine and B vitamins to energy-drink-inspired cocktails and ready-to-drink beverages. Add electrolytes for hydration.

To appeal to health-conscious gamers, emphasize zero sugar and keto-friendly options. Functional ingredients such as nootropics and adaptogens benefit long gaming sessions and may help mental with focus and reaction time.

Introduce limited-edition flavors tied to popular game releases or esports events.







←
MILESTONE BOTTLE

**CONGRATULATIONS!
BOTTLE #7 REPRESENTS A
BABE RUTH PLATE
APPEARANCE!**

Congratulations, your bottle represents the first hit (a double) and first complete game victory of Babe Ruth's career.

Friday, October 2, 1914
BABE RUTH HAS 5 PLATE APPEARANCES FOR BOSTON GOING 1 FOR 5 AGAINST NEW YORK WITH NO HOME RUN.

OF MILESTONE BOTTLES: 158




Packaging

Use QR codes, augmented reality labels, companion apps, and other interactive elements to go beyond delivering product or nutrition information and transform your packaging into a gaming experience with exclusive in-game content. Many gamers are also creators. **Give these players the tools to share, remix, and showcase your drink.**

Studio One Eleven designed a custom bottle worthy of legends for **Remus Babe Ruth Reserve Bourbon**—a limited collector's edition release of exactly 10,624 bottles, each representing one of Babe Ruth's career plate appearances. **Every bottle is uniquely numbered and features a QR code on the back label that allows consumers to scan and find out what Ruth did in their bottle's numbered at bat.**

Marketing



Position your beverage products for specific gaming contexts such as raid nights, tournament viewing, or casual weekend gaming. **Create “gaming fuel” messaging** that stresses performance improvement. Explore different product lines for solo gaming versus social gaming sessions.

To immerse your brand in the gaming community, **sponsor gaming tournaments, streamers, and esports teams.** Create gaming lounges or bars that prominently feature your products and design mobile gaming setups for festivals and conventions. Develop gaming apps or mini-games that promote your brand and partner with game developers for in-game product placement or branded content.



Focus on digital-first marketing with a significant investment in streaming platform advertising. Establish influencer partnerships with gaming content creators. **Run interactive social media campaigns with gaming mechanics to award points, unlock badges, and other rewards to drive engagement.**

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