

# Esprit leads in consumer product innovation for 2021

Issued by [Heineken Beverages](#)

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The South African consumer landscape is demanding and forever changing. Esprit, the brand behind the delicious range of fruity ready-to-drink flavoured alcoholic beverages, is one of NielsenIQ BASES Top Breakthrough Innovation 2021 award winners.



BASES monitors all new product launches across more than 30 markets globally. Each innovation is reviewed to understand its in-market impact, spanning its benefits offered, sales, longevity, and growth, and those with the greatest impact are recognised as BASES Top Breakthrough Innovations for the year.

“Esprit has a sweet and fruity range with interesting flavour combinations for those who embrace their individuality and are not unafraid to show it. As a brand, we are constantly looking at ways to reinforce our commitment to consumers by delivering on our brand promise to provide a product that allows you to ‘effortlessly stay true to yourself and embrace your spirit’, and this accolade is a testament to that says,” Alicia Reddy, Esprit brand manager.

Esprit launched in 2019 with three variants - Mango with a twist of Chilli, Watermelon and Strawberry with a twist of Lime, and Blueberry and Basil with a twist of Hibiscus, with a total sales volume of 3.2mL (year to June 2019); 14.8mL (year to June 2020) and 17.9mL (year to June 2021). Esprit Apple Cherry subsequently launched in March 2020, just days before the national lockdown was announced due to the Covid-19 pandemic. With that said, the new variant still managed to contribute an incremental 2,6mL to the brand by June 2021.

“This win is a result of every function and employee collaborating to ensure the consumer’s needs and expectations are met and for that, we are grateful for this recognition which we will strive to stay true to,” concludes Reddy.

Visit the Esprit [Facebook page](#) or follow Esprit on [Instagram](#) @EspritSouthAfrica, [Twitter](#) @EspritRSA and the Esprit YouTube Channel. Follow the hashtag #OwnYourFlavour. Esprit supports responsible

drinking and encourages all South Africans to go slow, stay safe and consume alcohol responsibly, wherever they may be. Alcohol Not for Persons under the age of 18.

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HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

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