

CASE STUDY

RISE Brewing's loyal consumers highlighted by Numerator Insights win back key distribution

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Challenge

The RTD coffee & cold brew space has become a highly contested battleground at many retailers around the country. RISE Brewing needed to fight back after losing two of its core four SKUs at its largest grocery retailer. To win back its space, RISE had to demonstrate to this retailer why its up-and-coming brand and its loyal consumers were valuable to their set.

Numerator Insights Leveraged



Leakage Tree



HH Loyalty



Share of Wallet

Partnering with Best-In-Class Consulting

When RISE Brewing partnered with Numerator, they needed to demonstrate the value that RISE represented to this retailer in hard dollars. The RISE Brewing team engaged their Numerator consultant to collaborate on a strategy and analysis to showcase opportunities and pain points to the retailer.

ABOUT THE BRAND



RISE Brewing Co. is an American-based company that makes organic ready-to-drink (RTD) coffee and creamer products. Their mission is to “create the best-tasting organic products and make them available for all to share”. They’ve been a Numerator Partner since 2020.

Understanding Omnichannel Behavior and Opportunities

Because Numerator's robust single-source panel tracks shoppers across all channels, the team was able to gain a better understanding of true shopper behavior and opportunities. Using the Leakage Tree Report to were able to quantify the impact that cutting two of RISE's largest SKUS had on the retailer. When the SKUs were removed, the retailer saw a 4.3% decrease in buyer conversion within the RTD category at their stores. The Report showed that many RISE Brewing shoppers left the category at this retailer and shifted much of their RTD purchases to competitive retailers.



Numerator's Leakage Tree report has been one of the most helpful resources; I use it in nearly all of my presentations.



Gaining Consumer Loyalty Insights

In addition to providing true cross-channel understanding, Numerator data provided a better understanding of the competitive set — including private label. While private label had the most loyal consumers, RISE was second in the category and the most loyal brand. Despite only having two SKUs on shelf at this retailer, they had one of the highest share of wallet rankings for the category.



Results

Using Numerator data, RISE Brewing demonstrated to the retailer that they deserved more shelf space. Despite only having 15 minutes with the buyer, the RISE Brewing team convinced the retailer to add back a key SKU. This win was foundational in setting up the RISE team for future growth at this priority grocery retailer.