



Attract new consumers, drive frequency of purchase, build brand loyalty and grow market share with OPUS

A rich source of On Premise consumer data and insights, OPUS (On Premise User Study) gives you the power to understand the ever-changing relationship between consumers, brands, categories, channels and occasions.

OPUS enables you to:



Make **insight driven decisions** throughout your business



Tailor marketing and sales strategies to the most **lucrative occasions and channels**



Provides consumer led sales stories to **inform sales conversations and RFPs** with key customers and the biggest Canadian chain outlets



Shape **data driven activation** and promotion strategies that will best engage consumers



Create **data informed serve strategies** through our Cocktail & Mixed Drinks reports



Creative **upselling opportunities** and **menu pricing insights** by brand & category



OPUS is designed to help you understand where and how to reach your target consumers, and shape your brand, marketing & sales strategy around the most profitable On Premise visits



Quantify visits and spend in the On Premise



Uncover size of the prize opportunities for categories and brands by occasion & channel



Explore consumer reasons for visit, need states, and path to purchase



Deep dive into consumer interactions with drink categories



Track favourite brands, flavours and serves

All findings can be broken down by drinks brand consumers and consumer demographics.

Discover **OPUS** for the Irish market

Surveying **2500** Irish On Premise consumers, OPUS is conducted twice a year, and is representative by age, gender, and province.

Market-specific channels include:

- Bar / late night bar
- Café
- Casual dining restaurant (informal dining)
- Drinking pub (with limited or no food options)
- Formal dining restaurant
- Hotel
- Nightclub
- Pubs with a food focus



Who is **OPUS** for?



Category & Brand
Teams



National Accounts
Teams & RFP Support



Field Sales &
Activation Teams



Shopper Insights



Marketing

Everything you need to **track changing consumer trends** and **uncover opportunities for growth**

Syndicated packages and custom projects available:

Executive summary Comprehensive PPT of On Premise consumer preferences, visit and drinking habits, and brand engagement Syndicated	Category market overview & key metrics Comprehensive On Premise overview of preferences, visit and drinking habits + Excel detailing top brands in the category Syndicated	Category champion deep dives Exploration of the category in focus, detailing drinkers + behaviours, brand performance etc Custom	Channel & occasion deep dives A thorough PPT showing category consumption by channel/occasion to unlock where, when and how to target Custom	Bolt on: distilr360 core or pro Distilr360 provides ultimate flexibility to analyse multiple questions and responses, cut by custom consumer groups with ease Self serve
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