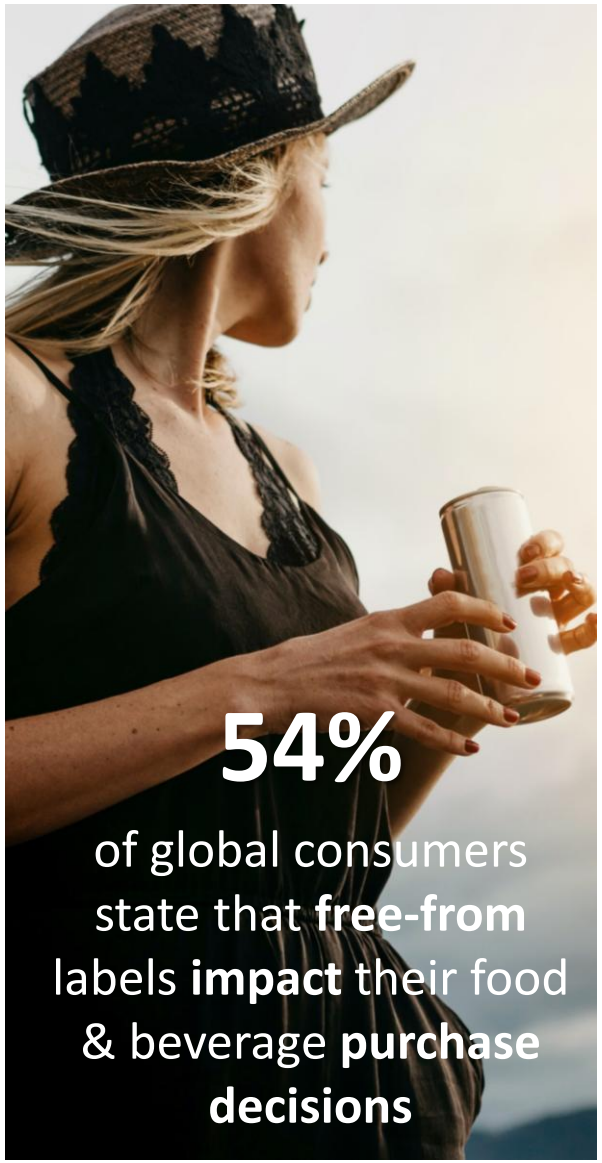

IN PURSUIT OF GROWTH
HOW TO GROW IN SATURATED CATEGORIES
FUNKCIONALNA PIĆA
HØDRA


IN PURSUIT OF GROWTH
HOW TO GROW OUT OF
SATURATED CATEGORIES
FUNKCIONALNA PIĆA
HYDRA

THE „*PROBLEM*" WITH BEER



„BETTER-FOR-ME" IS A GLOBAL THING



54%

of global consumers state that **free-from** labels **impact** their food & beverage **purchase decisions**



3 / 5

of Gen Z say they've **cut back on alcohol** and over half **consider functional drinks** a good alternative



65%

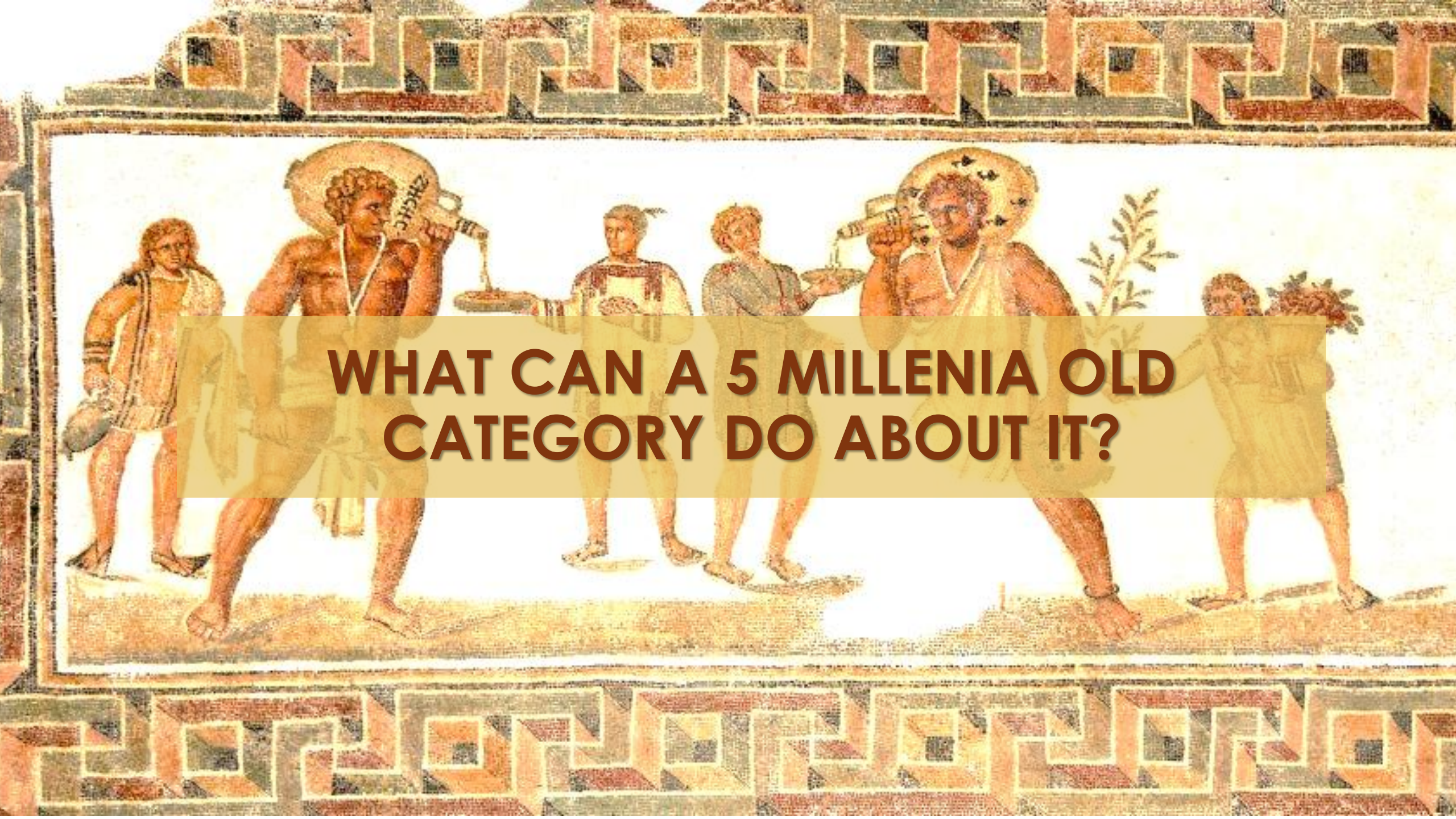
of global Gen Z's actively seek out products with **natural ingredients**



58%

saying they're willing to **pay more** for drinks with **added functional benefits**

Source: https://firebellymarketing.com/blog/gen-z-beverage-marketing-health-trends-and-social-shifts-are-transforming-tastes/



WHAT CAN A 5 MILLENIA OLD CATEGORY DO ABOUT IT?

SHIFT TO NO / LOW ALCO / LOW CARB



VS



Est 6-8%
MS WW*
+6 to 10%
est CAGR
in next 5yrs**



low carb beer

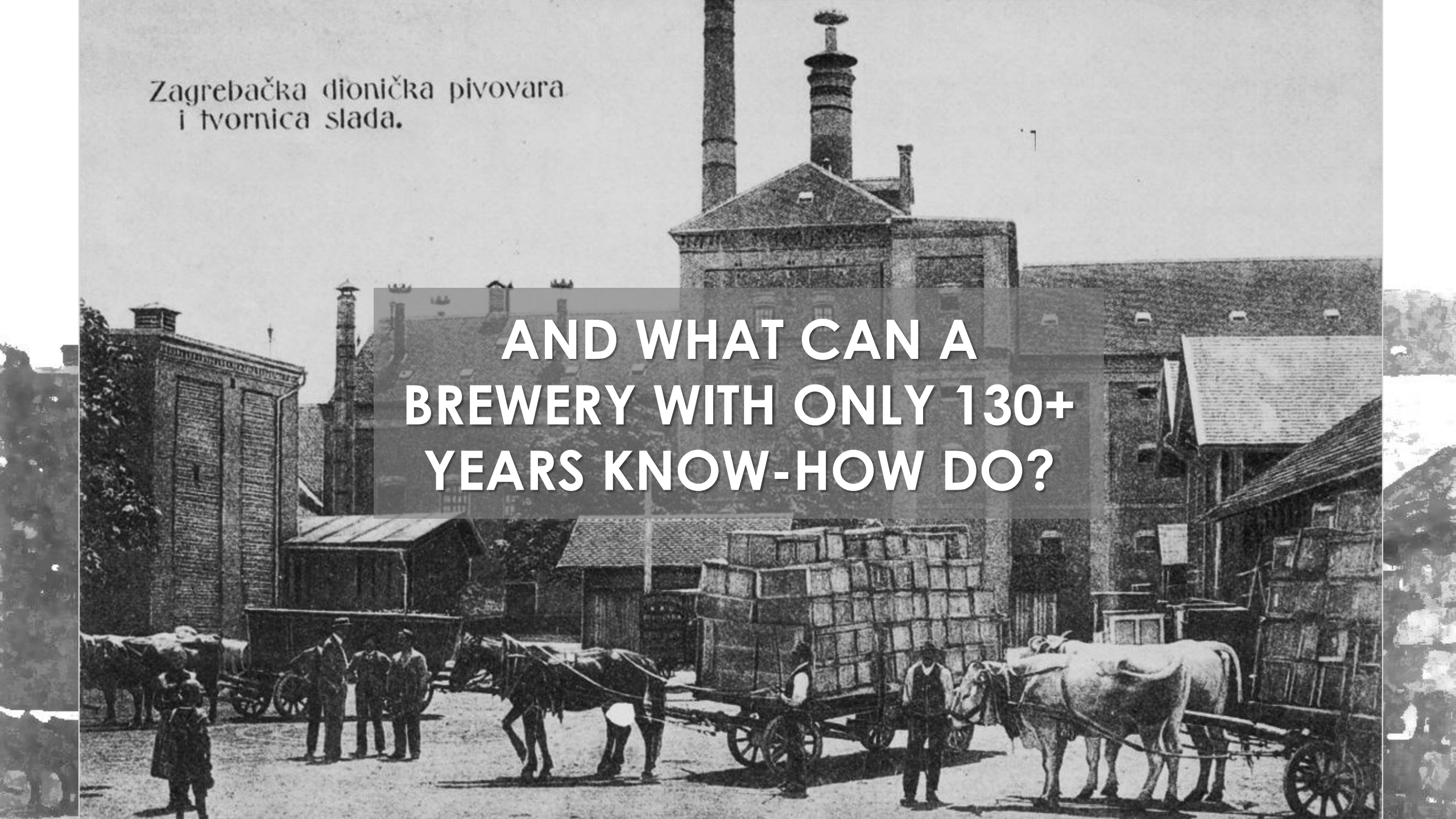
based on 12 ounces



bud select 55 1.9 carbs 55 calories	michelob ultra 2.6 carbs 95 calories	bud select 3.1 carbs 99 calories
miller lite 3.2 carbs 96 calories	busch light 3.2 carbs 95 calories	becks 3.9 carbs 64 calories
keystone light 4.7 carbs 101 calories	coors light 5 carbs 102 calories	bud light 6.6 carbs 110 calories

*Source: World Brewing Alliance

**Source: The Business Research Company

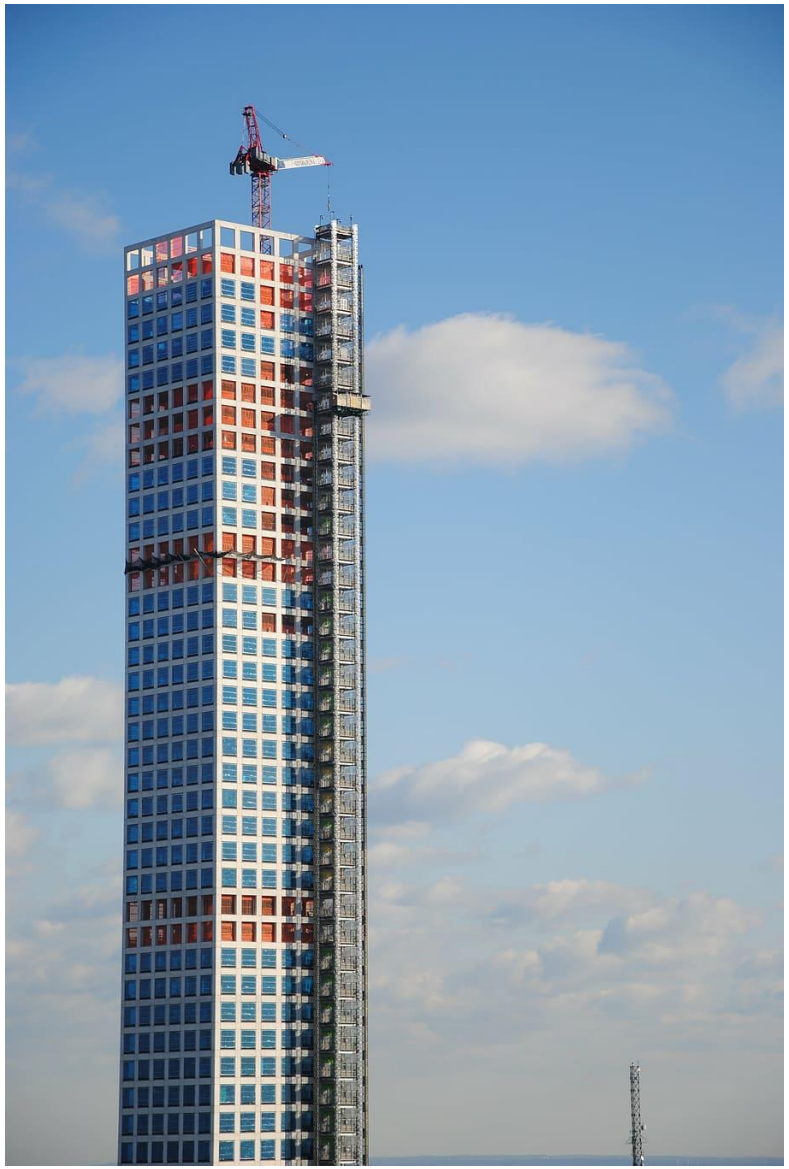


AND WHAT CAN A BREWERY WITH ONLY 130+ YEARS KNOW-HOW DO?

RE-INVENT THE WHEEL OR BUILD ON TOP?



VS



STARTING SMART…



Use same process as with beer mixes

Using existing production lines & packaging

A malt based isotonic

Focus on functionality

Lemon flavor

WIDENING PORTFOLIO



Orange flavor as key in non-cola CSD

A malt based natural energizer
Focus on functionality
Orange flavor

ADAPTING TO CONSUMER'S PoV



Coffee w/friends main ocassion*

3/4 sales coming from horeca



*Source: IPSOS Hidra penetration report 2026

ADAPTING TO CONSUMER'S PoV



Coffee w/friends
main ocassion*

3/4 sales coming
from horeca



NEW

Modern redesign
CSD better-4-me drink

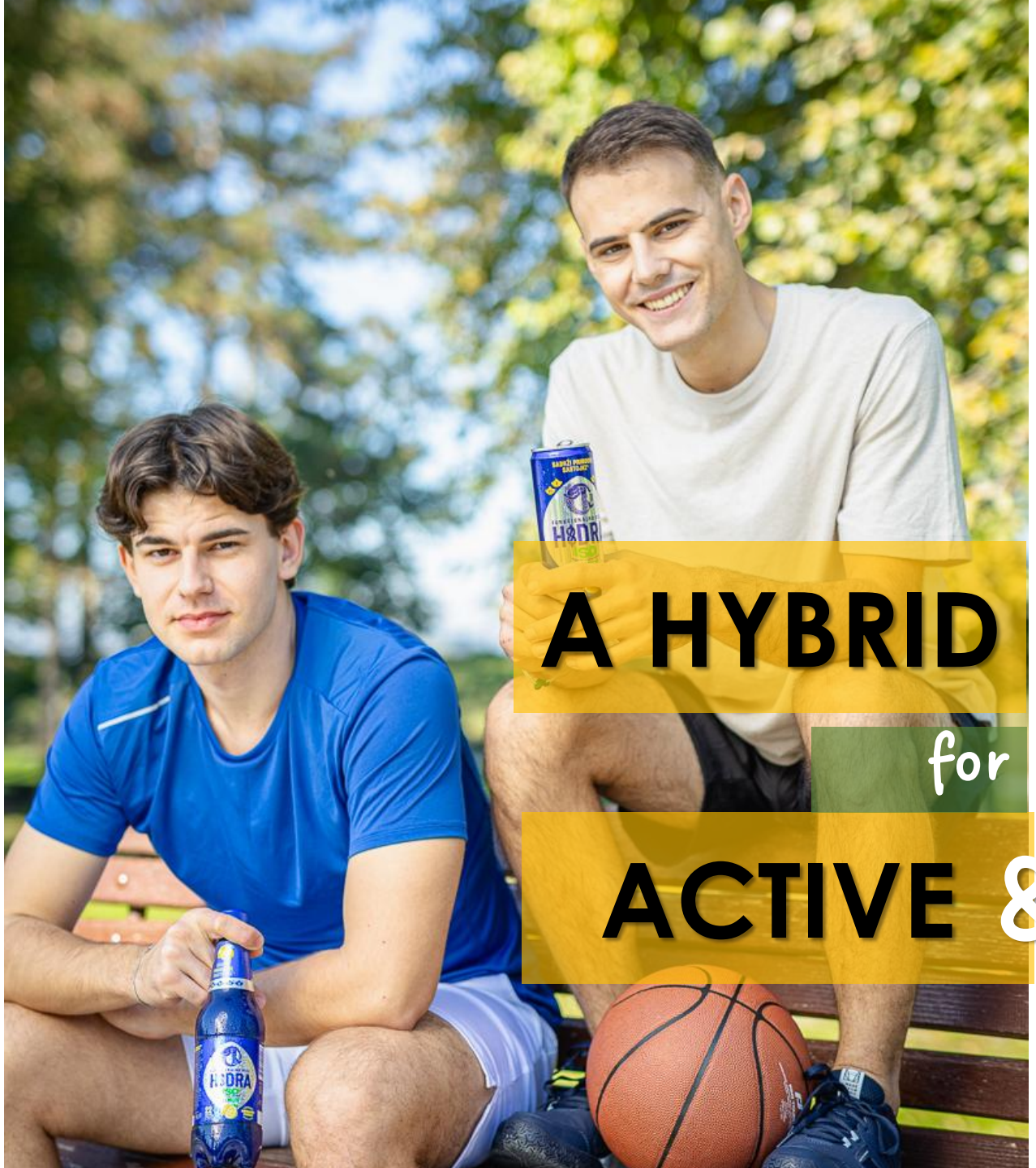
More natural, less sugar
New tropical flavor

*Source: IPSOS Hidra penetration report 2026

HIDRA AS A SEGMENT OF ITS OWN



Functional malt-based refreshment with high share of natural ingredients and added vitamins



A HYBRID BRAND for ACTIVE & SOCIAL occasions

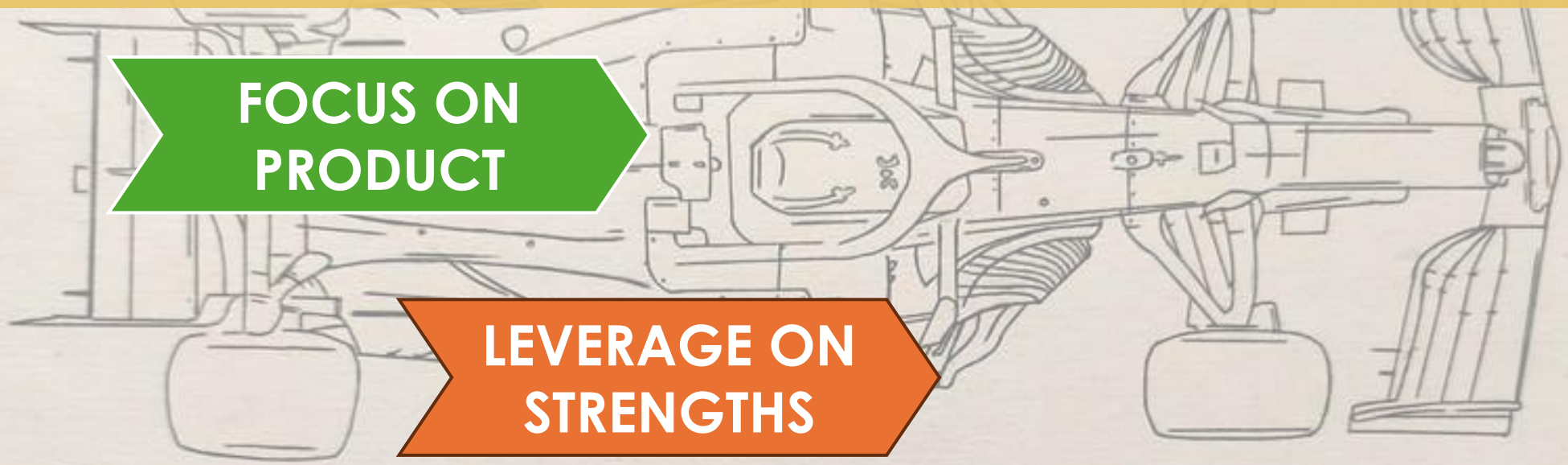
WINNING FORMULA

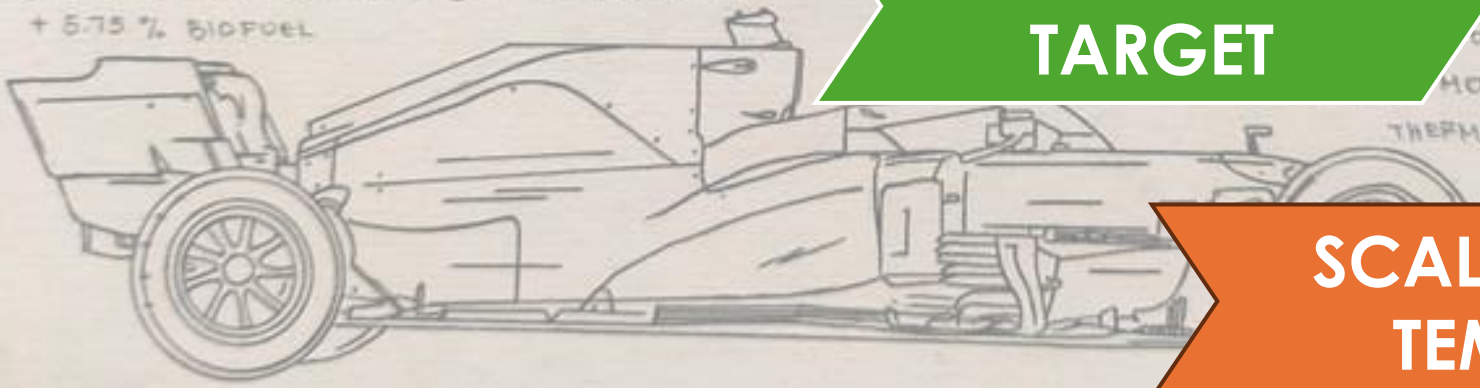
FOCUS ON PRODUCT

LEVERAGE ON STRENGTHS

SAMPLE TO TARGET

SCALE WITH TEMPO





FUEL EXXON/ESSO [EXXON FOR US RACE ONLY IN 2021] SYNERGY AND MOBIL HIGH PERFORMANCE UNLEADED [MEXICAN RACE ONLY IN 2021] 94.25% GASOLINE + 5.75 % BIOFUEL

ENGINE 2021 HONDA RA621H, 1.6L DIRECT INJECTION V6 TURBOCHARGED ENGINE 15,000 RPM PEAK POWER PRODUCED WEIGHT 150 KG IN A MID-MOUNTED DRIVE LAYOUT MOTOR HONDA KINETIC AND THERMAL ENERGY RECOVERY SYSTEM BATTERY HONDA LITHIUM-ION

LUBRICANTS MOBIL 1 RACING

WINNING FORMULA

FOCUS ON PRODUCT

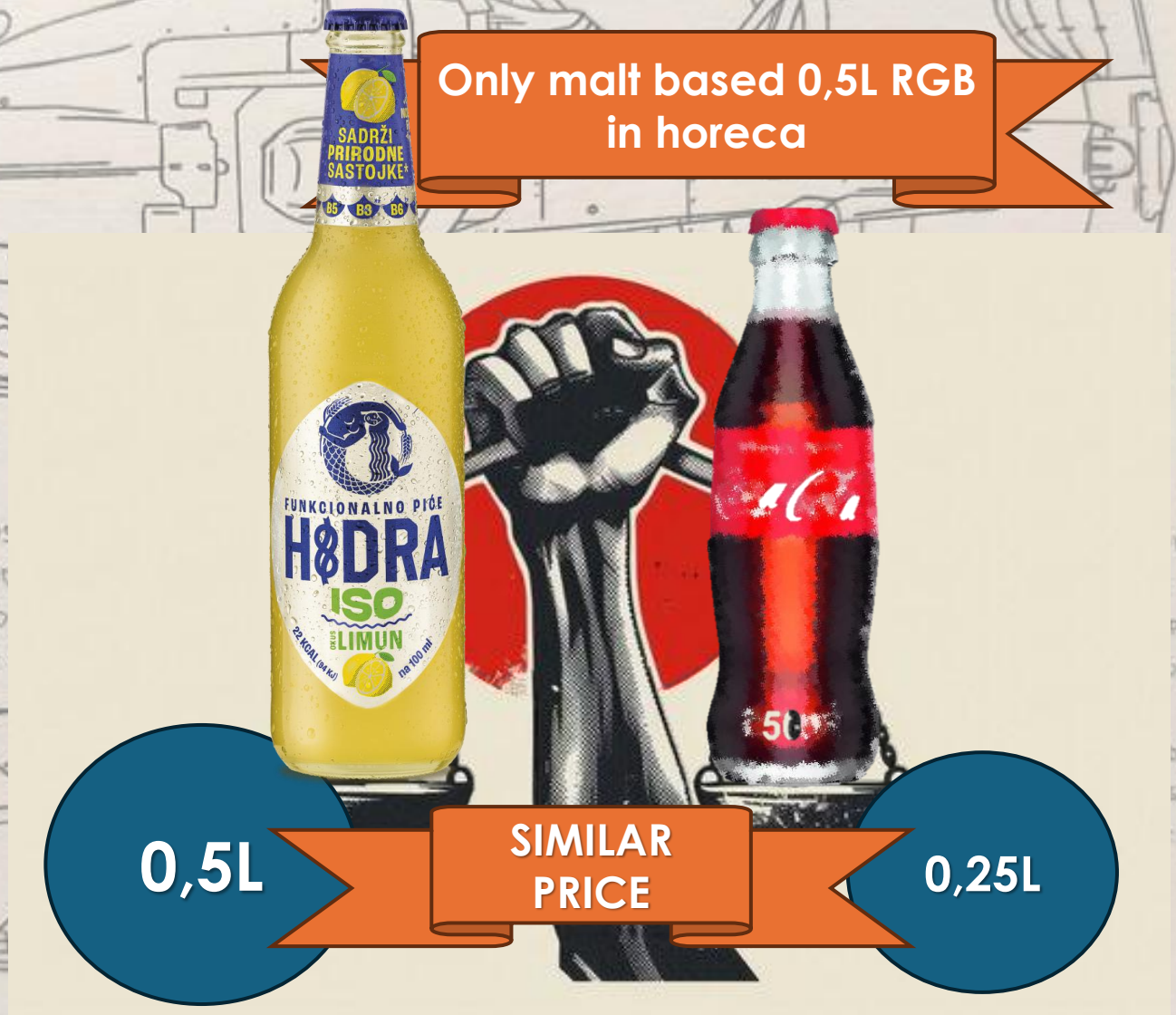
HEALTHIER & UNIQUE CSD OPTION

- Malt based
- Less sugar
- Functional benefits
- High % of natural ingredients

FAIR OFFER

- Same price in Horeca for 0,5L vs 0,25L competition

Only malt based 0,5L RGB in horeca



WINNING FORMULA

LEVERAGE ON STRENGTHS

STRONG DISTRIBUTION PRESENCE

- Entering wider Horeca & alternative channels

LEVERAGE BUSINESS DRIVERS

- Wide trial focused activations
- Increase cold shelf presence











WINNING FORMULA

SAMPLE TO TARGET

ATTRACTING SPORT ENTHUSIASTS AS EARLY ADOPTERS

- Sponsoring of outdoor sporting events
- Massive sampling >50k units /yearly







WINNING FORMULA

SCALE WITH TEMPO

STRONG BRAND AMBASSADORS
- Ivica Kostelić & Joško Gvardiol

INCREASING ATL PRESSURE TO BUILD AWARENESS
- Strong awareness & trial growth






FUNKCIONALNA PIĆA
H8DRA

REPLICATING DEMAND FROM HORECA TO RETAIL









HIDRA BUILDING TRACTION ACCROSS THE REGION



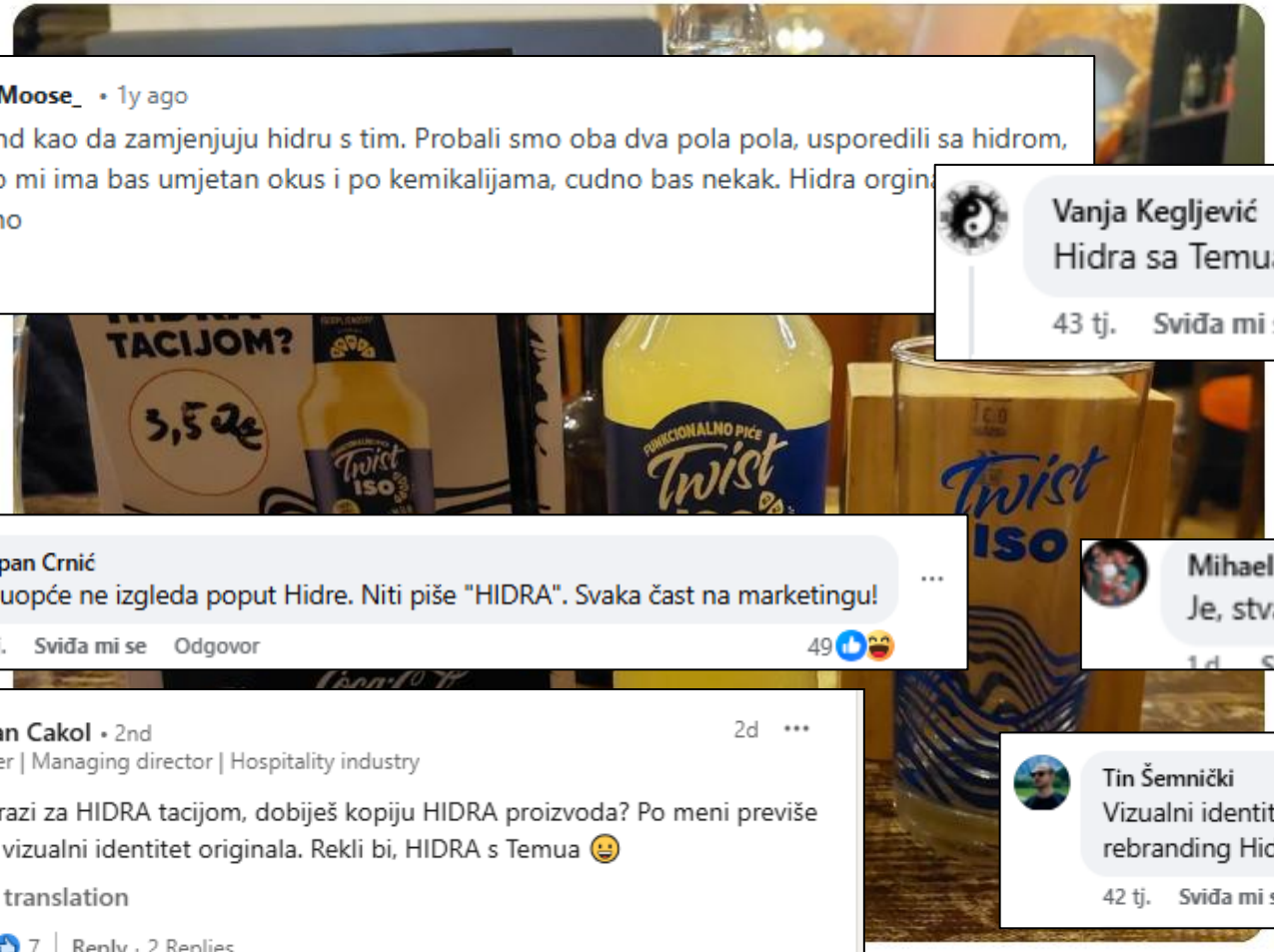




HIDRA AS THE CATEGORY BENCHMARK

WrenchmanFerritin • 1y ago
btj mogli su onda barem staviti neku budget cijenu ako već kopiraju poznati brend.
329

CanadianMoose_ • 1y ago
Reko frend kao da zamjenjuju hidru s tim. Probali smo oba dva pola pola, usporedili sa hidrom, ovo novo mi ima bas umjetan okus i po kemikalijama, cudno bas nekak. Hidra orgin
definitivno
34



Stjepan Crnić
Ne uopće ne izgleda poput Hidre. Niti piše "HIDRA". Svaka čast na marketingu!
43 tj. Sviđa mi se Odgovor 49

Stjepan Cakol • 2nd
Founder | Managing director | Hospitality industry
2d
U potrazi za HIDRA tacijom, dobiješ kopiju HIDRA proizvoda? Po meni previše sličan vizualni identitet originala. Rekli bi, HIDRA s Temua 😀
Show translation
Like · 7 | Reply · 2 Replies

Darko Pavičić
Probao..nije ni blizu Hidre! Hidra bolja deset puta..
42 tj. Sviđa mi se Odgovor 11

Neven Vuger
Kopija HIDRE
42 tj. Sviđa mi se Odgovor 9

Vanja Kegljević
Hidra sa Temua
43 tj. Sviđa mi se Odgovor 41



Mihael Truščec
Je, stvarno drugačije, kopija Hidre od Zagrebačke pivovare

Tin Šemnički
Vizualni identitet Hidre 1/1. Svaka čast dizajn i marketing timu, na prvu sam mislio da je rebranding Hidre.
42 tj. Sviđa mi se Odgovor 15

FINAL THOUGHTS

1. SOMETIMES IT PAYS OFF TO GO AGAINST STATUS QUO
2. STARTING SMALL ≠ THINKING SMALL
3. ADAPT OR FACE BEING MISUNDERSTOOD
4. BET BIG ONCE THINGS STARTS ROLLING



FUNKCIONALNA PIĆA

HØDRA

