

Cooler Club is sold in a pack containing four 300ml. bottles, a popular type of packaging for wine coolers.

Thai wine cooler plants operate at between 70-80% of total capacity. Roughly 75% of raw material are obtained from local sources, 25% imported (fruit juices and some wine). All three producers do not lose sight of the fact that their products have short life cycles. There appears to be a distinct need to introduce a new product every 6 or 7 months, heavily promoted each time. While there may be no limit to better tasting, higher quality, or new flavours; constantly increasing alcohol content may backfire as Thai men will naturally turn to hard liquor if they want to get intoxicated.

Thai women on the other hand, feel shy and embarrassed to be seen drinking in public. Therefore, even a low alcohol wine cooler may be inappropriate for conservative types. This helps to explain why consumption of wine coolers in provincial areas still lags considerably behind that in Bangkok, where young and sociable females are more receptive to wine cooler advertising which emphasizes a "reward yourself" theme.

Wine coolers producers agree that they must continually increase excitement by introducing new products, while trying harder to increase sales in provincial areas. They must continually target distinct market segments: marketing strategies may involve a choice between fermented wine or fruit juice range of flavours, or a low versus high alcohol content.

Wine coolers are a small part of the whole spirits industry when compared to whisky, and beer. Nonetheless they have an important part to play in product portfolio diversification. More importantly, wine coolers could well provide the starting point for new drinkers, before moving on to more sophisticated wine products in the future.