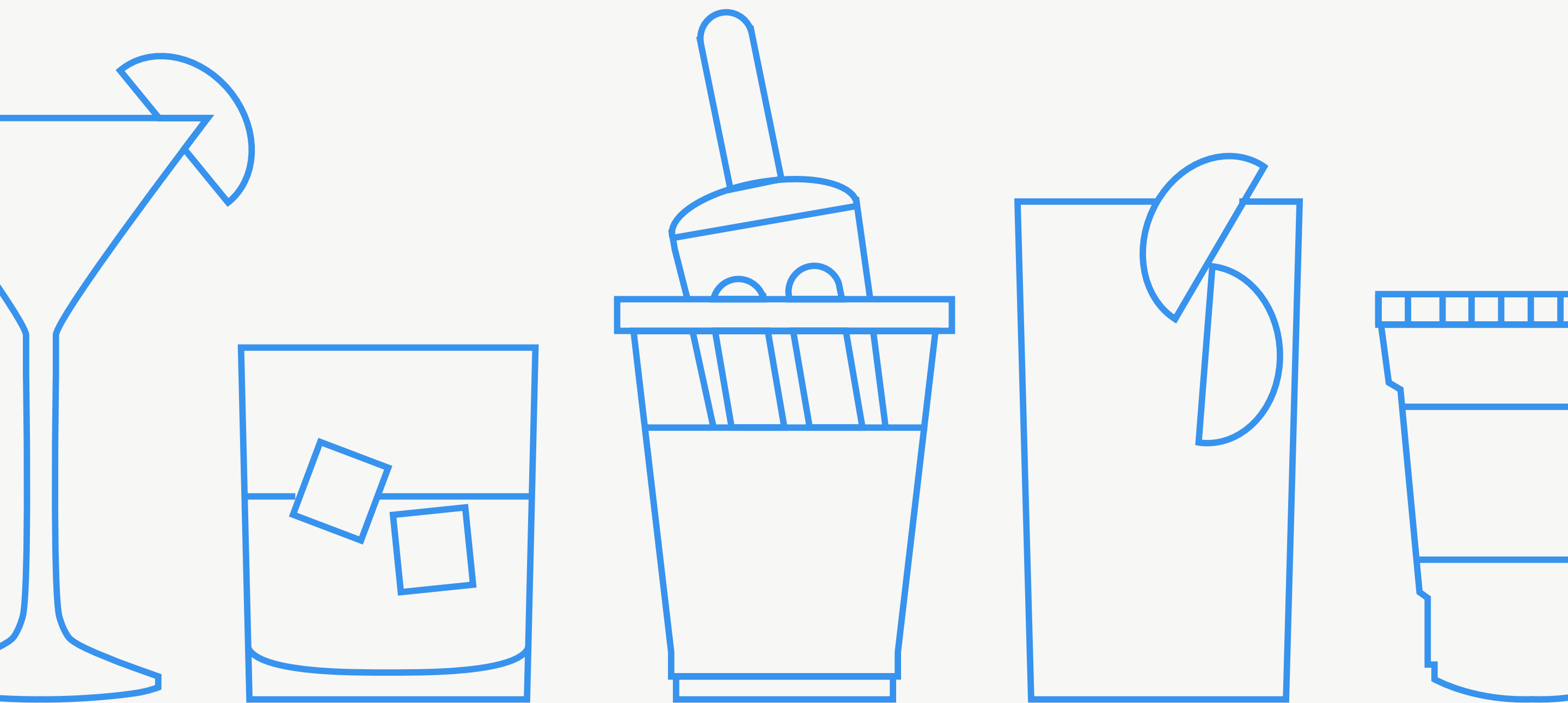


THE INTENTIONAL SIP

A New Playbook for Beverage Retail Design

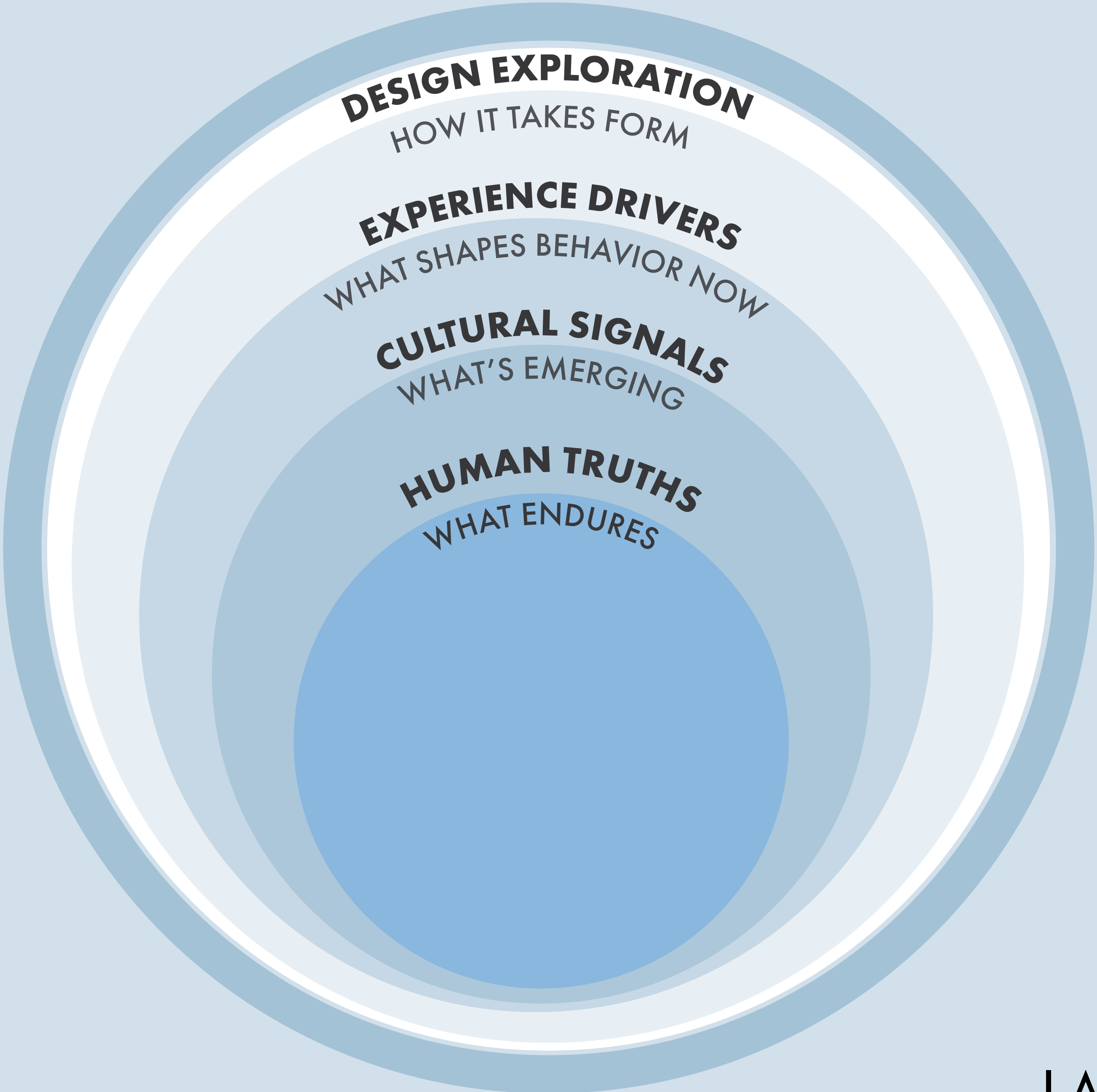


Beverages have become one of the fastest, lowest-friction ways consumers test new identities, rituals, and tastes.

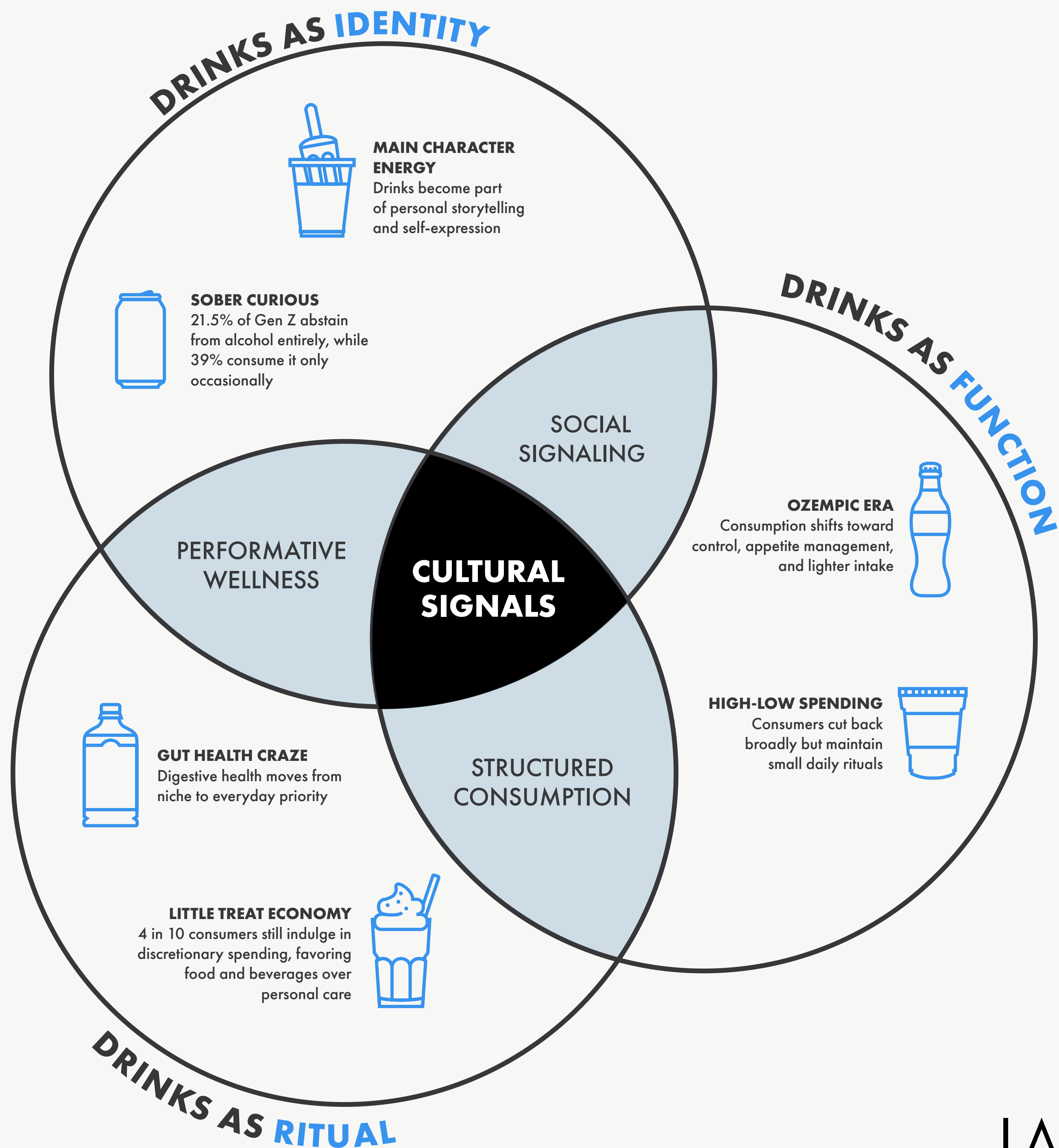
Beverage is no longer just a retail category. It is a living lab where shoppers experiment with who they are, how they feel, and how they want to be seen. This HumanX mini playbook translates that shift into new models for retail design, storytelling, and visual merchandising.

The Intentional Sip

Our Method

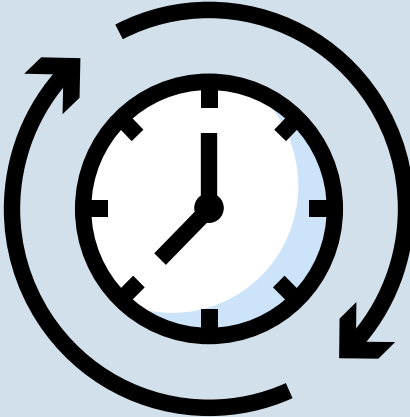
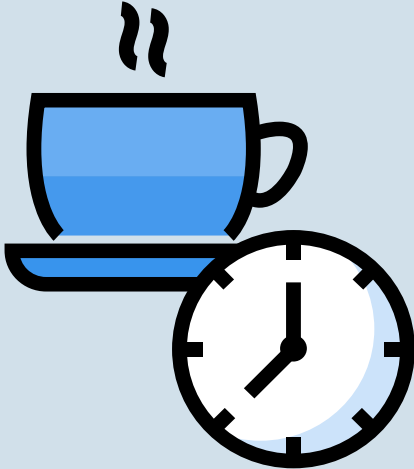
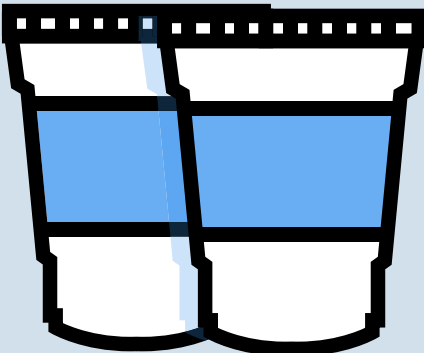
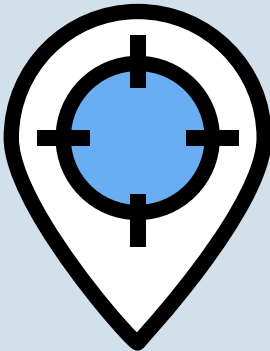
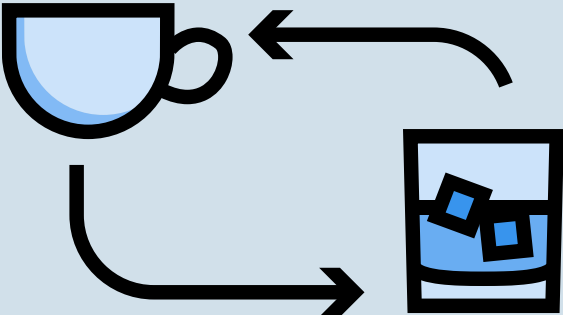
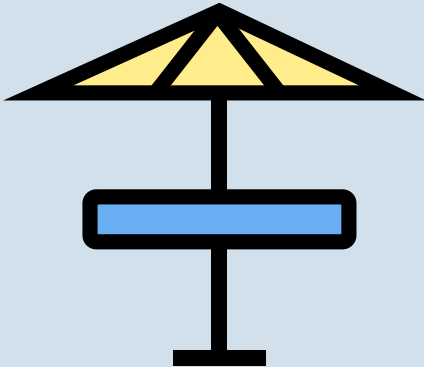


The Beverage Ecosystem



The Intentional Sip

Design Exploration

IDENTITY AS EXPRESSION	RITUAL AS EXPERIENCE	FUNCTION AS NAVIGATION
SELF-EXPRESSION DISPLAYS Curate products as identity badges 	RITUAL-BASED LAYOUTS Spaces built around daily moments 	FAST vs. SLOW ZONES Time becomes a design variable 
VISIBLE CONSUMPTION Designed to be seen, held, and shared 	SHAREABLE FORMATS Consumption is collective rather than individual 	FUNCTION-LED ZONING Grouped by desired outcome (i.e. energy, focus, calm, or gut health) 
FUNCTIONAL SIGNALING Wellness benefits move from product attributes to identity markers 	HABIT LOOPS Design that reinforces repetition 	SOCIAL MOMENTS Spaces designed for sharing and visibility 

The Intentional Sip

The next generation of beverage retail will be defined by brands that understand not just **what** consumers are drinking, but **why** they are drinking it.



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