

2019

NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK DRINKS BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD



FROM TIPTREE WITH LOVE

Discover Tiptree's new range of fine English Gin, Vodka & Rum Liqueurs

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"GIN IS STILL HUGE NEWS" P.9



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WELCOME TO DRINKS BUYER

HATTINGLEY VALLEY



of exciting new ideas worth considering for your shelves.

We share our stocking and display tips, and speak to the sector's biggest players to find out what's in store for independent retailers and the industry as a whole during the coming year.

We also catch up with some of the UK's most interesting drinks brands and unveil news of their latest launches and plans for 2019.

I hope you find this special issue a useful source of inspiration for the year ahead.

Cheers!

Holly

holly.shackleton@aceville.co.uk

Welcome to the 2019 edition of *Drinks Buyer*, brought to you by the publishers of *Speciality Food* – our annual dive into the world of speciality drinks.

As ever, the fine and artisan drinks industry has been a hive of innovation over the past twelve months, so within these pages you'll find plenty

Editor

Holly Shackleton, 01206 505981
holly.shackleton@aceville.co.uk

Editorial Director

Emily Seddon
emily.seddon@aceville.co.uk

Group Advertising Manager

Sam Reubin 01206 505936
sam.r.reubin@aceville.co.uk

Senior Account Manager

Jessica Stevenson 01206 505901
jessica.stevenson@aceville.co.uk

Account Manager

Lydia Allis 01206 505934
lydia.allis@aceville.co.uk

Accounts

Sue Carr 01206 505903

Art Director

Lee Whiteford lee.whiteford@aceville.co.uk

Illustrations

Louise Abbott

Publisher

Helen Tudor 01206 505970

Published by

Aceville Publications Ltd, 21-23 Phoenix Court,
Hawkins Road, Colchester, Essex, CO2 8JY

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specialityfood@subscriptionhelpline.co.uk

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Tel. 01778 392464

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ALCOHOL-FREE

Interestingly no alcohol wine and beer is on the move, with compound annual growth rate predicted to sit around 7.6% in the period to 2024. A bigger splash has been made by the category of alcohol-free spirits, which spontaneously exploded onto the drinks scene in 2015 with the arrival of Seedlip. Others have been quick to follow the lead, with Ceder 'alt-gin', Stryk 'Not Gin' and 'Not Rum' and Borrigo joining the fray. With Dry January and Sobertober providing the opportunity for alcohol-reducers to dip a toe in the shimmering waters of temperance, there are real benefits to be had by boosting your no-alcohol offering.



CALEÑO JUNIPER & INCA BERRY

A tropical non-alcoholic, free spirit, here to bring fun to "not drinking"! calenodrinks.com

BOTONIQUE ORIGINAL CRISP DRY WHITE

A deliciously dry, intriguingly complex, very low calorie pacer drink – a satisfying alternative to sparkling wine that replaces the nutrients alcohol depletes. botonique.com



SPICED GINGER PUNCH

Delightfully sophisticated non-alcoholic punch, combining a secret spice blend with a fruity base and Gran Stead's signature ginger kick. gransteads.co.uk



APPLES

The renaissance of heritage orchard fruit and interesting historical apple cultivars bears fruit in juices, ciders and spirits carrying this classic flavour. The UK retains its foothold on the global cider market, representing 39% of international sales according to the National Association of Cider makers.



BEER

Along with gin, beer is a category that can be thanked for overall growth in the alcohol market. Britain has taken its lead from the US, where 23% of total beer sales frcome from 'craft' breweries, a figure that drops to 5% in the UK market. Most recent figures from HMRC suggest 434 breweries opening in 2017, down from a peak of 520 the previous year. Innovation in the market shows a fun, anything-goes approach. Fancy a Rhubarbra Streisand from Brew York, anyone? Novelty-value must also be at the heart of a new waste-saving brew: Throwaway IPA from Seven Brothers Brewery is brewed with 'wonky' Kellogg's cornflakes that don't make it into cereal boxes. Toast Ale, brewed with unused bread, aims to cut waste whilst also donating to charity.

BRITISH

If Sipsmith kick-started a British spirits revival in 2009, others have benefited from the up-tick in interest. Hendricks, Warner Edwards, London Distillery Company, Lakes Distillery and The Cornish Spirits Company have all expanded, or unveiled plans to increase production in recent months. Meanwhile the number of new UK wineries is on the rise, with 80 opening in 2017 and the Bolney Wine Estate announcing plans to double in size. What's more, Diageo, headquartered in London and holding brands such as Gordon's and Smirnoff, hold 10% of global market share in spirits, according to most recent figures.

MASTRI BIRRAI UMBRI SELEZIONE 28 ARTISAN RED ALE

Smooth, unfiltered craft ale fermented in-bottle, made using roasted malts and chickling resulting in a characteristic, deep, naturally cloudy-copper hue and captivating aroma.

alivini.com



BELLFIELD BREWERY CRAFT LAGER 5.2 ABV

Tasty beer from Edinburgh's award-winning Bellfield. Gluten-free and vegan. bellfieldbrewery.com



BLACK STORM BLONDE 4%

A refreshingly hoppy blonde with a subtle biscuit malt flavour and a strong hoppy backbone from an abundance of first gold hops. blackstormbrewery.com

PEDIGREE AND PROVENANCE

We catch up with Cath White at Willy's ACV, and discover the story behind this trending product

APPLE CIDER VINEGAR – WHAT'S ALL THE FUSS ABOUT?

The trend for raw, fermented foods is without a doubt gathering momentum and whilst Apple Cider Vinegar has been enjoyed for centuries as a natural remedy, Willy's is turning this traditional cupboard staple into a versatile daily dose that can be enjoyed in so many delicious ways. Made from apples grown in pristine 300 year-old orchards in Herefordshire, Willy's ACV is raw, unpasteurized and full of the all-important 'Mother', which is responsible for the many claimed benefits

of ACV. These include improving digestion, balancing Ph levels in the gut, supporting the immune system, assisting with weight-loss and due to its antibacterial properties, can help to promote healthier skin and stronger hair and nails.

WHAT'S NEW AT WILLY'S?

Our new natural energy drink! This blend of 5 all-natural ingredients contains two amazing fermented ingredients; Green Tea Kombucha and our recommended 25ml daily dose of ACV. It also contains water, fresh apple juice and ginger to give a gentle boost. It's perfect for enjoying ACV on the go.

HOW HAS THE COMPANY'S HISTORY SHAPED THE BRAND TODAY?

First Tyrrells, then Chase Distillery and today, Willy's Apple Cider Vinegar. The common thread is a passion for growing and making the products in one place, owning the whole process and creating brands with pedigree and provenance. Our natural energy drink is unique in that we grow the apples, ferment the ACV and kombucha, blend and can it all ourselves at the farm. We want people to feel more connected to their food and appreciate that it isn't always just a process, it's a way of life.

WHY SHOULD INDEPENDENTS STOCK THE WILLY'S RANGE?

The fermented food and drink trend is here to stay and Willy's offers retailers a rich product story as well as a delicious tasting product, made from only five clean ingredients. It's a first for the drinks category, so we're excited to work with forward thinking

independents who value innovation and the team effort from a small brand.

WHAT'S ON THE HORIZON?

More delicious ways to enjoy ACV both as a versatile ingredient and a delicious ready-to-drink daily dose. Willy's Honey-gar (ACV with honey) launches in March and look out for a trio of ready to drink Willy's ACV 50ml shots also available from March.



“ The fermented food and drink trend is here to stay and Willy's offers retailers a rich product story as well as a delicious tasting product, made from only five clean ingredients ”

Meet **NED**

NATURAL ENERGY DRINK

Naturally fermented
ENERGY

Your Daily Dose of
APPLE CIDER VINEGAR

Low calorie &
A GENTLE BOOST

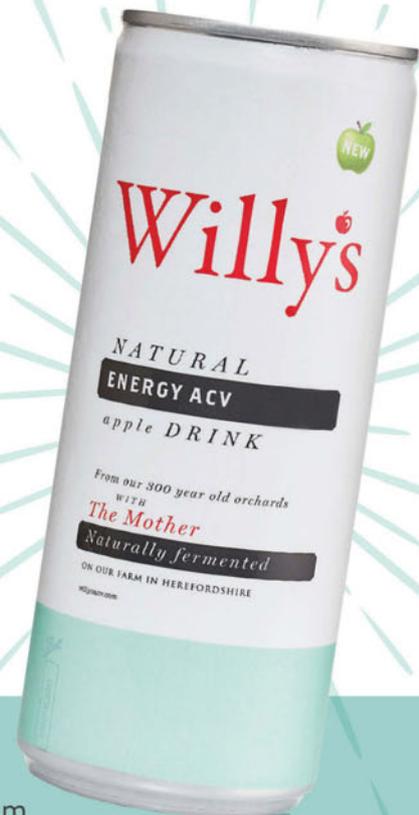
5 clean
INGREDIENTS

ARE YOU ON IT?

orders@willychases.co.uk 01432 808090 willysacv.com

Follow us @willysacv

Willys ACV, The Wonky Barn, Laddin Farm, Little Miracle, Herefordshire HR8 2LB





COLA

While premium brands are pushing the traditional roots of this ubiquitous beverage, the big players are making their own waves. The sugar tax may have forced brands to get creative with their formulations and marketing, but its flavour-added that's seeing growth. "If you look at soft drinks broadly you've got lots of new flavours in colas," says Gemma Cooper of Nielsen. "Mango, peach, cherry... Sweeter flavours." Could these sweet-signifying flavours be offsetting the sugar problem, much as vanilla is sometimes used to trick palates into perceiving sweetness that's not there? Either way, consumers are on board.



ALBA COLA
New Scottish company producing small batch craft cola made with the finest Cairngorm spring water and heather extract.
albacola.com

GUSTO ORGANIC REAL COLA

A delicious blend of organic spices, essential oils and cola nut, sweetened with Fairtrade blue agave, bottled in Devon with spring water from Exmoor.
drinkgusto.com



GREEN COLA
A zero sugar and calories cola, caffeinated with green coffee beans.
uk.greencola.com

“Sweet-flavoured colas are where a lot of the growth is at the moment”

GEMMA COOPER OF NIELSEN



DISPLAY

AESTHETIC IS EVERYTHING

In this Instagram-savvy age, consumers are more susceptible than ever

to visually-pleasing merchandising. Time spent developing truly beautiful displays can pay off in the free word-of-mouth marketing on social media channels.

HERO NEW PRODUCTS

The dynamic drinks market can be a headache, but use the novelty of new launches to your advantage. Yes, foodies can discover new brands first online, but their first taste of a new product may well be in a bricks and mortar store. Just make sure it's yours.

KEEP IT SEASONAL

Building excitement for seasonal events can be a great way to get add-on sales. "Christmas is the most important time," says Nielsen's Gemma Cooper. "Just under a third of all annual off-trade sales in alcohol go through at Christmas. So that's a huge amount. And January sees a peak in low and no-alcohol products."



ECO-FRIENDLY

With all eyes on the reduction of plastics, bottled soft drinks are well and truly in the

firing line. Progress is being made: Highland Spring has announced it will be adding a 100%-recycled 'eco bottle' to its permanent range following a successful trial last year. Corona is trialling the use of bioplastic six-pack rings. When it comes to brands, stewardship projects abound, with Pernod Ricard using 100% renewable electricity for its winemaking and Coca-Cola aiming for net zero emissions by 2050. Whether such policies land with the consumer is arguable, but with eco credentials having rocketed up the agenda there's never been a better time to shout about your own efforts.



FUNCTIONAL

The market for drinks carrying active health claims is in growth, with the global market predicted to hit \$93.68bn this year. Stimulant or nutrient-added drinks walk a tightrope when it comes to promising results – who can forget the column inches Collagen racked up with its collagen-added distillation. The rise of protein, probiotics and adaptogens (herbs with bio-active compounds) across a range of lifestyle categories has had its impact. Sparkling fruit waters from Good Idea promise to fight sugar spikes via various dietary supplements, while nutrient-loaded juices cater to ‘meso dosers’ keen to up their intake of key vitamins and minerals.

PRODUCER SPOTLIGHT



MYFOODIE

MYFOODIE is a new range of organic, plant-based ‘drinkable snacks’ from Swedish start-up ‘Veg of Lund’ – a joint venture with the University of Lund, Sweden. Working together they discovered a unique new way to develop dairy-free products without losing that dairy feel when you drink it. ‘MYFOODIE’ shows the on-trend zesty Nordic drinks at their best with three flavours: Raspberry, Blueberry and Sea Buckthorn (a Viking staple!). The range is all organic, plant-based and allergen-free, and one bottle contains nearly 50% of your daily recommended Omega 3 intake. The range launches in April 2019 across London and the South East with more new flavours to come. vegoflund.com



LIVON! SALTED CARAMEL
Antioxidant coffee drink that is low in sugar & calories and vegan-friendly. livon.today

REJUVENATION WATER APPLE & MINT

Amino Acid enriched spring water designed to provide hydration and essential nutrition whilst on-the-go. rejuvenationwater.co.uk



BRAIN FÜD BERRY & COCONUT

The natural alternative to the artificial energy drinks – with no added sugar, seven vitamins and a natural boost from guarana. brainfud.co.uk

FRUIT

If proof of the power of fruit was needed, Gordon's Gin has it. It's red berry-infused Pink Gin brought an extra £100m in sales to the brand last year, with rhubarb working magic for Warner Edwards and sloes infusing many a darker gin. Other pinks – watermelon and even beetroot – are tipped to appear as producers explore demand for this top-selling hue. In other categories bitter orange flavours are coming to the fore, with Aperol and Campari-infused Negronis peaking in popularity.



CHARRINGTONS CRYALS CLASSIC SPARKLING CIDER

This medium cider is a blend of Cox, Russet and Bramley apples with a wine-like quality, fine bead of bubbles, and lovely hurrah of sweetness. charringtonsdrinks.com

APPY KIDS CO ROALD DAHL APPLE FRUIT DRINK

Glorious gluten free fruit drinks created with natural ingredients and no added sugar, featuring Roald Dahl's famous book characters. appykidsco.com



CAWSTON PRESS SPARKLING RHUBARB

Rhubarb is hand-cut in the spring harvest for its tart and crisp characteristics and is simply blended with naturally sweet apples and a touch of sparkle. cawstonpress.com

PRODUCER SPOTLIGHT

HELLO STRAW



Hello Straw stands for high quality paper straws with reasonable price.

Well-known problems are paper straws become quickly wet and soft, and you taste the paper when drinking. Hello Straw spent three years in researching and testing with the goal to create the safest and strongest paper straws with the best drink experience. Hello Straw has the following key features:

- 100% food safe certified
- Strong and long lasting, stay about 2 hours in shape when using
- Clean cutting, no paper fibers remain
- Cost effective with own factory in China
- Only FSC certified papers used hellostraw.com

A TASTE OF SUSSEX SUNSHINE

With their high fruit content and no added sugar, Fior Fruit Merchants' sparkling soft drinks are a welcome addition to independent shelves

A high quality soft drink with no added sugar, created using only top quality fruit juice and no additives? Not easy to come by until 2013, when Dan Connolly founded Fior Fruit Merchants and developed a range of ready to drink, high quality fruit juices and pressés. Dan was seeking a sparkling soft drink which didn't equal a compromise in terms of sugar content and quality – and would satisfy demands for a sparkling soft drink which could be enjoyed by both children and adults.

He went on to produce an award-winning range of three such drinks: Gently Sparkling Apple Juice, Gently Sparkling Apple & Raspberry Juice, and Gently Sparkling Pear & Apple Juice, all

created with a simple blend of 80% not-from-concentrate fruit juice sourced from Ringden Farm in Sussex and sparkling water from the Dee Valley, and containing no added sugar or artificial additives.

Dan explains, "With the well documented move towards healthier eating and drinking, consumers are demanding a better quality, healthier alternative to the ubiquitous sugary pop on the market. Our drinks contain 80% pure fruit juice and the apples we use are farm pressed from a single orchard in Sussex. No one else does this."

Fior – which means pure, authentic and true in Gaelic – is a much-loved brand with families keen to reduce their sugar consumption; a big challenge highlighted in the past couple of years. "With the introduction of the sugar tax the government has done a lot of our communications for us," says Dan, "and consumers now pay more attention to what they are putting into their bodies and the potential impact on their health and the health of their children.

"It's not just about refined sugar," he continues. "Many people are put off by the use of manmade compounds as artificial sweeteners and preservatives in many of the products that make up the bulk of the RTD market. There is really no need to use this stuff. We get a lot of sunshine in Sussex and therefore plenty of naturally sweet apple juice. We pasteurise our drinks to keep them fresh and the result is deliciously refreshing."



“ We get a lot of sunshine in Sussex and therefore plenty of naturally sweet apple juice; there is no reason to use artificial sweeteners and preservatives ”

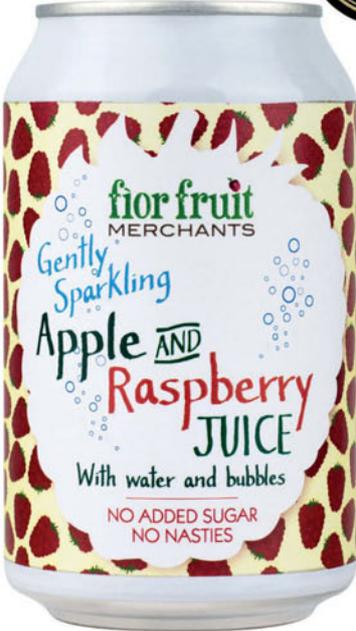


fior fruit
MERCHANTS









🍏 Farm pressed fruit juice. 🍏 80% pure fruit juice, 20% Dee Valley water
 🍏 No added sugar, No nasties. 🍏 Gently sparkling

Available exclusively from New Alliance Ltd. Tel: 01592 654 455. Email: contact@newallianceltd.co.uk. www.fifem.co.uk

DELICIOUSLY DIFFERENT

As alcohol-free goes premium, Heartsease Farm brings a little class to the category

The market for zero-alcohol drinks with adult appeal is on the move, and bringing authentic, traditional flavours to the table is the name of the game. Heartsease Farm, a brand from Radnor Hills, has moved fast to position its classic drinks for a discerning audience. "We wanted to tap into the growing audience for non-alcoholic premium drinks that taste just as good and look just as appealing as an alcoholic beverage," says Radnor Hills managing director William Watkins, who founded the company in 1996. "We wanted to create something delicious and different, and Heartsease Farm truly reflects this."

The brand's seven premium sparkling pressés made with all-natural ingredients including real fruit juices, and are lightly

pasteurised to preserve quality. Heartsease is the name of the family farm in Powys, mid Wales, where Radnor Hills drinks have been produced for over 25 years. It's also the source of the drinks' spring water, collected from 12 boreholes on the farm's land, which has been in the Watkins family since 1903. State-of-the-art technology is used to extract the water, which is rich in trace minerals, from below the ground and all products are bottled at source on the farm.

The range of pressés includes: Apple & Rhubarb, Elderflower, Traditional Lemonade, Fiery Ginger Beer, Strawberry & Mint, Raspberry Lemonade and Blackcurrant Crush. "Our Heartsease Farm range of drinks reflect the heritage of the farm and our passion for great flavours,"

says William. "We use only the best available ingredients from the countryside, blended with our own spring water, to traditional British recipes."

Today Radnor Hills employs 170 people and is a £42 million business. It was highlighted in London Stock Exchange Group's 1,000 Companies to inspire Britain report, which celebrates the UK's fastest-growing and most dynamic small and medium-sized businesses.

Heartsease Farm pressés are available in three fully recyclable sizes: in 330ml and 750ml glass bottles as well as a plastic 425ml PET bottle.

“ Our Heartsease Farm range of drinks reflect the heritage of the farm and our passion for great flavours ”



Heartsease farm

Sparkling premium pressés made with real fruit juices and our own spring water

Reduced sugar recipes



Apple & Rhubarb

Elderflower Pressé

Traditional Lemonade

Fiery Ginger Beer

Raspberry Lemonade

Blackcurrant Crush

Strawberry & Mint

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[@heartsease_farm](https://www.instagram.com/heartsease_farm)

www.radnorhills.co.uk



THE ENGLISH DRINKS COMPANY CUCUMBER GIN

This award winning premium gin is made from 100% British grain with distilled cucumber, giving an authentic cucumber flavour. englishdrinkscompany.co.uk

ELDERFLOWER GIN LIQUEUR

Elderflowers are picked at first light, when they are at their finest. They are then steeped in premium London Dry Gin to create this smooth and light elderflower gin liqueur.

sodrinks.co.uk



ESKER GIN

Esker Gin embraces provenance and innovation to create a deep flavour experience the consumer can really taste, complimented by mixers and garnish, not defined by them. eskerspirits.com



GIN

“Gin is now the number three selling type spirit,” says Gemma Cooper of Nielsen, “It’s worth £905m in the off trade, so it’s huge. The whole gin category grew 50% last year, by £295m, so we don’t think growth is going to slow for the next couple of years. There are still new products being launched, it’s getting more space on shelves, driving footfall. So we don’t think it’s going to slow yet.” The market is evolving, though. “2018 was the year of flavoured gin,” says Gemma. “To put it into context, flavoured gin is now worth £232m in the off trade, and it grew £197m in sales in the off trade. Flavoured gin is now bigger than flavoured vodka, and flavoured vodka is quite a traditional alcohol category. Top-selling flavours of gin at the moment are pink gins, rhubarb and ginger, wild berries. These are flavours that cross several different brands. Some of the new ones to look out for this year are orange-flavoured gins, parma violet or strawberry.”



HONEY

Honey producers and craft brewers are natural collaborators, the wild flavours, strong provenance and artisan connotations providing the perfect back story for craft brewers looking for new flavours for their ferments. At the craft end of the market there's Ilford microbrewery Solvay Society, which has won acclaim for Duality, a Session Belgian pale ale created through collaboration with Epping Good Honey. Fuller's Honey Dew, Skinners' Hops 'N' Honey and brews from Hiver Ale will also please customers who like a taste of the sweet stuff.



SHOTT LEMON GINGER & HONEY

The uncensored juice of our sourest lemons blended with just-crushed chunks of ginger and smothered with layers of aromatic New Zealand honey. shottbeverages.com

ATLANTIC DRY MEAD

A traditional mead fermented from orange blossom honey in West Cork with a lovely citrus aroma, lingering honey finish and almost no sweetness.

kinsalemeadco.ie



KEEPER'S COTSWOLD HONEY GIN 40%

Classic London Dry Gin distilled with only the finest botanicals to create a superb infusion with raw, unadulterated honey from the Cotswolds in Oxfordshire. britishhoney.com



THE GIN PIONEER

As one of the UK's most recognisable premium gin distillers, it comes as no surprise that Edinburgh Gin's product range is as tempting as its on-shelf appeal

Gin is everywhere. From behind the bar at your local pub to the supermarket shelf, and from gin-dedicated establishments to the spirit sections of discerning retailers, the spirit has taken over as the tippable of choice for thousands of British shoppers. A clear driver of this is the sheer variety of options out there; consumers are catered for whether they prefer a juniper-led, navy strength option served simply, or a fruity and refreshing spirit served with an aromatic tonic and sprinkling of fresh fruit. The past few years has seen volumes of innovation the likes of which we haven't seen before, and gin-loving shoppers are basking in it.

Pioneers in this 'new wave' of gin makers, Edinburgh Gin has delighted drinkers since it

launched in 2010 thanks to its quality, appearance and flavour range. Joanne Motion, UK customer marketing manager at Ian Macleod Distillers, owner of Edinburgh Gin since 2016 explains, "Edinburgh Gin is home to a super-premium portfolio of products designed to enrich the gin drinking experience and encourage ongoing experimentation. Starting with our award-winning Classic gin, our range quickly expanded with a focus on new and unusual flavour combinations."

This focus on 'new and unusual' has led to the creation of the brand's renowned range of Fruit

Gin Liqueurs, which have proven a favourite with customers thanks to their traditional-with-a-twist positioning. The range consists of six gin-based liqueurs: Raspberry, Elderflower, Plum & Vanilla, Rhubarb & Ginger, Pomegranate & Rose and Apple & Spice. All delicious served as a cocktail – a number of recipes can be found on the Edinburgh Gin website – as a flavourful dash in a glass of Prosecco or simply with a complementary tonic and ice.

Simultaneously satisfied is the gin drinker looking for a more traditional tippable, thanks to Edinburgh Gin's London Dry Gins. The brand's new limited edition gin, 1670, goes back to gin's roots to highlight the partnership between gin distilling and botany. Created in collaboration with Royal Botanic Garden Edinburgh, the gin is inspired by medicinal plants grown in the original 1670 Physic Garden and made using handpicked botanicals which offer herbaceous, floral and peppery notes. Meanwhile, Seaside Gin – a collaboration between Edinburgh Gin and Heriot-Watt University's Brewing & Distilling MSC – offers drinkers a taste of the East Coast shoreline thanks to its soft salinity, clean finish and botanicals including ground ivy, bladderwrack and scurvygrass.

With the gin market more saturated than ever before, Edinburgh Gin has been a mainstay on shelves across the UK not least in part thanks to its giftable presentation. As gifting rises to be an increasingly important part of the independent's food and drink portfolio, Edinburgh Gin presents its bottles in – crucially – unfailingly attractive packaging which is instantly recognisable, even from many feet away across the shop floor. Not only that, but the business offers equally appealing gift sets too – from trios of miniatures to liqueur duos and gin and liqueur pairings. Ranging in price from £12 to £35, its gifting range is an important part of what Edinburgh Gin does and a helpful starting point for retailers and shoppers keen to see what the brand is all about.

HOW TO SERVE



SEASIDE GIN

Seaside Gin makes for a bracingly refreshing G&T, garnished with a sprig of green samphire. Alternatively, try a dry Seaside Martini with olive and anchovy garnish; a sunny-day favourite in the making.

PLUM & VANILLA GIN LIQUEUR

Delicious served over ice, topped up with Prosecco or mixed with soda. It also makes a beautiful addition to a classic sour, the rich sweetness complemented perfectly by zesty lemon.



1670

A distinctive gin which can be enjoyed in a classic G&T mixed with premium Indian Tonic Water and garnished with a fresh basil leaf. Its crisp notes also complement classic cocktails such as the RBGE Martini, with a few dashes of lemon bitters and garnished with fennel fronds



EDINBURGH GIN'S ELDERFLOWER LIQUEUR

An ideal counterpoint to sharper flavours, this makes a refreshing Elderzest cocktail when paired with gin, lemonade and fresh mint. It makes a sweet addition to good quality tonic water or Prosecco, and is equally enjoyable served over ice.



“ Edinburgh Gin is home to a super-premium portfolio of products designed to enrich the gin drinking experience and encourage ongoing experimentation ”



EDINBURGHGIN.COM

RAISE A GLASS

A passion for unique flavour has seen Masons Dry Yorkshire Gin rise to the top of the class

The runaway success of the gin category has created an unprecedented buzz around this most traditional of British distillations, but one brand is happy to cut through the noise. Masons Dry Yorkshire Gin is the creation of Karl and Cathy Mason, fervent gin enthusiasts who put their passion – but no prior knowledge of the drinks industry – to good use when they launched their own gin label in 2013. Working with 200-litre batches distilled in two copper alembic stills (known as Steve and Leftie),

Karl and Cathy are proud to combine a delicate balance of botanicals into their own unique spirits.

Five and a half years after they first launched, the couple's gins have gained a serious following. Last month the World Gin Awards named the company's Tea Edition its best British contemporary gin. The Tea Edition was launched in 2015 alongside its Lavender Edition, and uses an iconic British brew to bring a little classic character to a quintessentially English spirit.

“ We love to give our customers flavours that they haven't experienced before ”



“It was completely new to the market and was still a London Dry Gin with no added colourings or sweeteners,” says Karl. “We would sum the Tea Edition up as refreshingly dry, with sweet citrus, pine and dry juniper flavours that balance beautifully with hints of spice and a subtle finish of Yorkshire Tea. It's a refreshing take on a British classic.”

Judges also awarded Masons a Gold for its Yorkshire Gin Peppered Pear Edition, which lines up with Slow Distilled Sloe, and Steve's Apple Edition in the company's eclectic range. With a new head distiller on board, and an innovation-hungry gin market still showing impressive growth, the future looks bright for the Masons. “We're honoured to have won



the 'Best British Contemporary Gin' for the second year running,” says Karl. “Our Tea Edition has a truly unique flavour, and we love to give our customers flavours that they haven't experienced before. It's been a really exciting start to the year for us, and we can't wait to see what else 2019 has in store for us.”

SMALL BATCH CRAFT DISTILLED

MASON'S
DRY YORKSHIRE GIN

MASON'S
DRY YORKSHIRE GIN
TEA EDITION

WORLD GIN AWARDS
BEST BRITISH CONTEMPORARY

WORLD GIN AWARDS
BEST BRITISH CONTEMPORARY

THE DEFINITIVE PUDDING GIN

Meet Hedgepig, a range of gin liqueurs bringing a thoroughly British taste of the hedgerows to the UK market

WHAT'S THE STORY BEHIND HEDGEPIG?

Well, we're the same team behind Pinkster, the Cambridge-based gin made with real raspberries. Hedgepig allows us to indulge our passion for making gin with fresh fruit, to create a range of handcrafted, unusual concoctions. It's all about limited bottlings and quirky, quality ingredients, packaged up with an attractive and eye-catching design.

WHERE DO HEDGEPIG LIQUEURS SIT IN THE SPIRIT SECTOR?

We reckon we're doing something rather different from the rest of the crowd. Not only are we sourcing highly original and unusual fruit but we're not going overboard on sugar levels. Best of all, we tend to have a higher alcoholic content than many other fruit gins liqueurs.

Given the food pairing potential, we're busy establishing Hedgepig as the definitive pudding gin.

THE LIQUEURS WERE FIRST LAUNCHED IN 50CL BOTTLES - WHY DID YOU DECIDE TO RELEASE 20CL VARIANTS?

These cheeky little bottles are affordable tasters, allowing people to sample the range of flavours. Great for gifting too. Our farm shop and deli customers report that they're flying off the shelves.

THERE'S A FORAGED FEEL TO YOUR FLAVOURS...

This is wholly intentional. For some of our ingredients, such as bullace, a member of the plum family, we're literally rummaging around on our hands and knees. All the fruit is sourced locally, whether grown in local orchards or wild on the hedgerows.

WHAT'S IN THE FUTURE FOR HEDGEPIG?

The English countryside abounds with a wonderful variety of stone fruit just waiting to be picked and pickled in booze, so you can expect more exciting flavours coming soon. And with 50p from every bottle sale donated to the British Hedgehog Preservation Society, we hope to be protecting the future of these snuffly little fellows. In rural areas, numbers have fallen by half over the past two decades, so every little counts..



HOW SHOULD THEY BE ENJOYED?

All can be enjoyed over ice as a digestif. Especially delicious with cheese and dessert as an alternative to a sweet wine or port. They're also versatile in cocktails.

“ For some of our ingredients we're literally rummaging around on our hands and knees. All the fruit is sourced locally, whether grown in local orchards or wild on the hedgerows ”

www.pinkstergin.com/hedgepig



**WE MAKE HEDGEPIG LIQUEUR LIKE HEDGEHOGS MAKE LOVE.
VERY CAREFULLY.**

As you may expect from the people who brought you the delicious Pinkster Gin, we go out of our way to use 100% fresh fruit. From Wild Bullace and Quince to Cambridge Gage, our rich liqueurs burst with real fruity fabulousness. All sourced locally, whether foraged from East Anglian hedgerows or grown in nearby orchards. And for each bottle purchased, 50p is donated to the wonderful British Hedgehog Preservation Society. What's not to like?



HEDGEPIG
FORAGED, FRUITY & FABULOUS

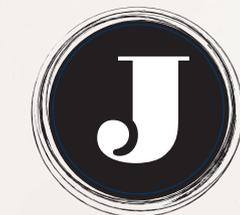


INTERNATIONAL TASTES

International harvests and drink cultures will always prove ripe hunting grounds for new flavour innovation, and the rise of global trends gives novel ingredients the chance to break out beyond their national market. Who, 10 years ago, would have foreseen matcha's rise to the mainstream? A scramble for the health benefits of turmeric has seen increased interest in the gentle Indian flavour combinations associated with Ayurvedic recipes.

ICONS

Despite the flurry of NPD in the alcohol market, the iconic brands continue to hold market share. Stella, Smirnoff and Budweiser were the top-selling brands on sales last year, with Fosters dropping down the leader board and Gordons seeing unmatched growth among those in the top 10.



JUNIPER

Has consumption of this curious berry ever been higher? Common juniper is native to the UK, this evergreen conifer providing a very British flavouring among a host of exotic spices imported to distilleries from warmer climes. British-grown junipers are under threat, according to the Woodland Trust, and in reality much of juniper used in commercial distilleries is imported. The distinctive notes of the juniper may have given the spirit its key characteristic but ultimately curtail its flexibility. Berry gins may be flying off shelves, but neutral vodka will continue to have the edge when it comes to the variety of infusion possibilities.



MIRACLE MATCHA TASTE TONIC
Refreshing natural juice drinks which contain energy-boosting and antioxidant white tea.
miraclematcha.co.uk

EMPIRE BESPOKE FOODS VIRGIL'S CREAM SODA
Made from natural ingredients, and micro-brewed to preserve all the authenticity of the traditional recipes.
empirebespokefoods.com



FINE FOOD FORAGER HAWTHORN BERRY PERRY
Great with cheese, this GTA award-winning Hawthorn berry perry is dry with a lovely freshness, making for a well-structured and refreshing autumn drink.
thefinefoodforager.co.uk



ONE GIN
A smooth, copper-distilled blend of English sage, juniper and citrus. 10% of profits go towards funding water projects around the world.
thespiritofone.com

PIPEHOUSE EARL GREY & CUCUMBER
A clean, perfectly balanced combination of juniper, angelica, cucumber and Earl Grey Tea.
pipehousegin.com



LIND & LIME GIN
A balanced blend of seven botanicals from The Port of Leith Distillery Co.
leithdistillery.com



WILD FIZZ KOMBUCHA LAVENDER FIELDS

An organic sparkling tea, full of gut friendly live cultures, vitamins, enzymes, acids and antioxidants.

wildfizzkombucha.com



KOMBUCHA

Your chiller cabinet may boast kombucha, the tea-based ferment that hails from Eastern Europe, but do you stock "hard kombucha"? Bucking the no-low trend that sees alcohol removed from brews, this alcoholic incarnation delivers novelty to the drinks category. The US market boasts a couple of options: the 4.5% Flying Embers, 4.5% Kyla and 4.4% Kombrewcha in a market place that's still in its infancy.



LEMON

Yes, there are more exotic citrus fruits – bergamot, pomelo, yuzu and blood orange may be for the more adventurous – but the enduring appeal of lemon makes this a safe bet for crowd-pleasing drinks. Premium flavourings will concentrate on provenance; lemons can be grown in a host of locations from the US to Israel to Australia, but it's the Old World that many consider to produce the world's best. Italy's Amalfi coast, Sorrento and Sicily all lay claim to the sweetest, most perfumed fruits.

DID YOU KNOW?
LEMON
TREES CAN
BEAR FRUIT
ALL YEAR
ROUND

FOLKINGTON'S SICILIAN LEMONADE

Made with natural ingredients, this versatile mixer has light effervescence to not overpower the spirit.

folkingtons.com



LA MORTUACIENNE PINK LEMONADE

A naturally refreshing and traditional French lemonade created since 1921 – its delicious sophistication makes it the perfect drink for entertaining.

empirebespokefoods.com



WE MADE LEMONADE

Refreshingly fruity and made with no artificial flavours, additives or preservatives.

wemadedrinks.com

PRODUCER SPOTLIGHT



BLACKFORDS

Blackfords Food and Drink specialise in Limoncello, Pompelmoello (pink grapefruit) and a seasonal Blackberry Liqueur. Our high quality, handmade artisan products are made from organic, unwaxed Sicilian lemons, European pink grapefruit and local Cotswold hedgerow blackberries, blended with the best British grain spirit. Our authentic Italian recipes have been carefully adapted to suit British taste buds and this attention to detail gives our liqueurs a fresher, richer and sharper flavour than other more traditional brands. We present these great products in a striking square bottle range combined with eye-catching, colourful retro labelling.

blackfordsfoodanddrink.com



HERITAGE MEETS INNOVATION

Compile a wish list of brand associations for a new range of liqueurs, and it may run as follows: heritage, authenticity, regional provenance, and quality. For Wilkin & Sons, makers of the iconic Tiptree preserves, each box is firmly checked. In fact, there's far more to this brand than meets the eye. The Wilkin family can trace the business's origins back to the 18th century; it has farmed at Tiptree, a small town in Essex whose reputation is dwarfed by the brand it homes. Since 1885 the family has been making preserves and condiments in a field-side factory, winning a following that's both regal and popular. George V awarded the family its first Royal Warrant in 1911, and the business has enjoyed royal approval ever since. The business still provides Tiptree products to HRH Queen Elizabeth II, the fourth sovereign in a row to spread the royal toast with Wilkin & Sons.

"Heritage and authenticity are extremely important to us at

The creators of Tiptree preserves have an enviable pedigree, and a move in the drinks category beyond its fruity roots proves a desire to evolve



Tiptree," agrees Liz Baker, the company's marketing manager. "We remain in the same place, where the Wilkin family has farmed fruit since 1757, and where we have been making jam and marmalade for 134 years. Our heritage is all around us, it's a huge part of who we are. For example our founder Arthur Charles Wilkin first began preserving at the behest of Gladstone, the prime minister at the time. These stories are part of the fabric of the business, and we'll continue to tell them for many years to come."

BEYOND FRUIT

One of the most engaging elements of Wilkin & Sons – and proof of its suitability for the flavoured spirits market – is its farm, source of the business's strawberries, raspberries, rhubarb, damsons, Victoria plums, mulberries, medlars and quinces. Perhaps the best-known of Tiptree's fruit is the Little Scarlet strawberry, a wild variety with intense flavour that the brand believes is



exclusively grown by them. When a crop cannot be grown on the Tiptree farm, it is sourced from trusted sources – for example, all marmalade oranges are sourced from Seville, the recognised home of the very best marmalade fruit. All work is done sympathetically with the environment and in support of Tiptree’s local community – earning the brand a LEAF Marque accreditation.

Gin liqueurs made with the farm’s fruit and locally-distilled London dry gin have been available for three years. More recently, Tiptree has launched Salted Caramel and Chocolate Orange Vodka Liqueurs, using their new range of sweet spreads as the key ingredient, alongside locally distilled English vodka. “There is a lot of overlap with the consumers who buy our jam and marmalade or Banoffee Spread,” says marketing manager Liz Baker. “When we sample our products we find a diverse age range (strictly over 18, of course) and both sexes but we find that they may enjoy the product in different ways. A 35 year old female may particularly enjoy our Raspberry Gin Liqueur with Rose Lemonade, for example, or team it with Prosecco as a Royale. By contrast, a male customer in his 70s may be partial to a Tawny Marmalade Vodka Liqueur on the rocks.” Beyond this demographic-specific profiling there are plenty of ways for all consumers to engage with the heritage of the brand. “Our etched jam jars are a fun way to enjoy a cocktail,” says Liz, “but seem to be favoured by a younger generation.”

BACK TO THE FUTURE

Branching out beyond the obvious is also part of the company’s DNA. “Innovation has always been a key part of our business,” says Liz. When our founder, Arthur Charles Wilkin, started preserving it was an innovation at the time. This spirit of innovation doesn’t just apply to

our products, but throughout our business, be it on the farm with our new fruit growing techniques or the way in which we treat our staff. Whilst jam and marmalade are our core products, and are indeed how many people will know the brand, we knew that we needed to innovate into a few adjoining categories to stay current and to introduce new consumers to the brand. Salted Caramel Spread has been a very popular product for us. Filling glass jars with sweet treats is something which we are very good at, and we are able to do in our factory at Tiptree, alongside the jam and marmalade which we will always make with the same precious recipes.”

The business has undoubtedly grown since the Wilkin family first started creating preserves but its founding principles still apply. Every product is made to cherished recipes and is always free from artificial flavours, colours and preservative. Following inspection and preparation by hand, fruit is cooked in small batches using traditional copper-bottomed pans. Nonetheless, the business has

evolved well beyond its original footprint, now incorporating an artisan bakery, steamed pudding factory, a museum of jam-making, gift shop and 10 tea rooms across Essex.

FUTURE-PROOFING

Like many heritage companies that have withstood the test of time, Wilkin & Son has developed a sustainable approach to environmental impact as a core principle. The Tiptree site houses an extensive waste management programme which helps to recycle over 89% of the company’s waste, and the brand has also invested in a number of energy efficiency projects. For example, over the past 20 years the farming side of the business has evolved its irrigation from inefficient rain guns and installed drip feeding systems for all of its crops. This in turn has reduced water usage by 80%, an essential measure in one of Britain’s driest regions. Waste water from the jam factory is also repurposed for irrigation, and the Tiptree New Growing System captures almost all of the rain which falls on the crops, allowing the business to recover more than 90% of the water used in the growing process.

Plastic reduction is also a talking point in the industry at present, and Wilkin & Sons is better positioned than many, with the company using recycled glass jars and bottles to house its products. Plastic reduction measures around tamper seals and tertiary packaging is being worked on. A dedication to evolve, improve and expand will continue to guide the company. So might the alcohol offer expand? Well, you’ll have to watch this space...



TASTING NOTES



SALTED CARAMEL VODKA LIQUEUR

Wilkin & Son’s popular Salted Caramel Spread, made with a touch of local Maldon sea salt, is the perfect foil to small-batch English craft vodka. This sippable liqueur is also ideal for use in cocktails, sauces, or just splashed over ice cream.



ENGLISH STRAWBERRY GIN LIQUEUR

This classic fruit liqueur offers bright, clean strawberry notes with a crisp background of juniper. Customers can serve it straight over ice, add to their favourite mixer for a fruity gin spritzer, or add a dash to prosecco for a strawberry royale.



TAWNY MARMALADE VODKA LIQUEUR

Small-batch English craft vodka and the iconic Tawny Orange Marmalade are a match made in heaven, making a sweet but complex spirit that’s suitable for sipping, or shaking up with a spoonful of the original conserve within a citrusy cocktail.



MIXERS

Since trailblazers Fever-Tree burst onto the market the humble mixer has taken on a life of its own, with start-ups and established brands alike adding trendy herbal and botanical interest. Broadening into the 'lo-no' market for a widening alcohol-free customer base, mixer brands are chasing down sophisticated flavour profiles to differentiate from sugar-packed fruit offerings. No1 Rosemary Water is a classic example: spring water, rosemary extract and a glamorous bottle. "Within soft drinks there's a lot of excitement in the tonic category, with elderflower, Mediterranean, and so forth," confirms market analyst Gemma Cooper of Nielsen. Tonic syrups bring further 'customisable' appeal to the market, allowing punters control the dilution of their tonic flavours as they add soda water.

MEAD

Forget 'ye olde firewater', growth in this category is all about the premium end of the market, with a host of new producers injecting modern values into this ancient honey ferment.

The Northumberland Honey Company is only the second meadery in the world using the revered 'méthode traditionnelle' to make a Champagne-style sparkling mead, while Gosnells of London is exploring the terroir of regional honeys with vintage editions of still mead.

PRODUCER SPOTLIGHT

FRANKLIN & SONS

Award-winning premium soft drink, tonic and mixer brand Franklin & Sons are broadening their range with the addition of new 250ml soft drink cans.

Launching in three delicious flavours: Sicilian Lemonade & English Elderflower with Crushed Juniper, Cloudy Apple & Yorkshire Rhubarb with Cinnamon & Valencian Orange and Pink Grapefruit with Lemongrass, the drinks contain a tertiary led ingredient within each recipe, providing a more complex and adult taste profile.

The on-trend can format means Franklin & Sons have a drink for every occasion, offering the perfect solution for busy on-the-go consumers who are looking for great tasting drinks made from the finest sourced natural ingredients and flavours. franklinandsons.co.uk



BLOODY BENS BLOODY MARY MIX
Make fast, fuss free, perfect Bloody Marys every time with our unique Bloody Mary Mix. bloodybens.com

LUSCOMBE DRINKS GRAPEFRUIT TONIC WATER

Blended with pink grapefruit to create a delicate citrus taste. luscombe.co.uk



FRANKLIN & SONS 1886 COLA
Taking inspiration from unique flavour combinations back in 1886, this cola is flavoursome and exciting. franklinandsons.co.uk

PRODUCER SPOTLIGHT

LONG TAIL MIXERS



Long Tail Mixers are an emerging and unique brand dedicated to providing rums, bourbons and whiskies with the ideal pairings and help consumers discover dark spirits in a new light.

The mixers have been created by two lifelong friends, Alex and Tom, who share a passion for dark spirits. On their travels they fell in love with the amazing flavours and cultures that come with drinking dark spirits and set about creating their own mixers to pair perfectly. The mixers, which come in three flavours – Blood Orange, Island Spice and Ginger Lime – are blended from natural ingredients with carbonated spring water to produce unique and balanced mixers that are designed to enhance and complement the flavour notes of your favourite dark spirit but not overpower. The mixers are low in calories and can also be enjoyed as soft drinks on their own. drinklongtail.co.uk

“Honey is a beautiful product you can make really beautiful alcohol from. For me it's a summer product; that's when the flowers are blossoming, so that's what we're trying to capture”

MEAD MAKER TOM GOSNELL

@specialityfood

MILKING IT

Dairy alternatives are big business, but free-from credentials should never come at the detriment of flavour, says Ed Salt, MD of Delamere Dairy



Plant-based drinks are guaranteed to catch the eye of free-from and vegan shoppers, but is your offer going to keep them coming back for more? Delamere Dairy has launched smaller 330ml flavours to its existing 1L range of Planted dairy free drinks that capitalise on the ready-to-drink sector targeting lunchtime chillers and food on the move. “The Planted range is a natural extension to Delamere Dairy’s proven track record in supplying alternative dairy products to the market,” says managing director Ed Salt. “Planted delivers a range of ‘take home’ and ‘on the go’ drinks, suitable for dairy-free consumers, vegans, or people just looking for a healthy refreshment, and the key is that they taste fantastic.”

While suitable for those following specialist diets, Planted will also appeal to more mainstream consumers looking for great tasting refreshment. Available

in four flavours – oat with banana, coconut with cocoa, oat with date & vanilla and almond with coffee – all products are a source of calcium for maintenance of bones and teeth, vitamin D for calcium and phosphorous absorption, and B12 for normal function of the immune system. “We’ve built a strong reputation over many years for speciality drinks and we are really proud of the Planted proposition,” says Pat Brunt, sales and marketing director for Delamere. “The range is designed to target those wanting a dairy-free, chilled drink that delivers on taste. We’ve seen healthy sales in supermarkets of the 1L carton and it seemed a natural move for the range to be consumed on the go.”

Planted has also partnered with the Woodland Trust, the UK’s largest woodland conservation charity, with 1p from every 330ml carton and 2p from every 1-litre carton sold donated to help protect trees and woods across the UK.

“ Planted delivers a range of ‘take home’ and ‘on the go’ drinks, suitable for dairy-free consumers, vegans, or people just looking for a healthy refreshment, and the key is that they taste fantastic ”

NEW!



PLANTED BY NAME. DELICIOUS BY NATURE.





Deliciously dairy free, the Planted range offers oat, coconut and almond based drinks, that are suitable for those following a vegan diet as well as people just looking for great tasting refreshment.

- Suitable for Vegans
- Dairy-Free
- With added Calcium
- With added Vitamin D2 & B12

OAT DRINK WITH BANANA *
* COCONUT DRINK WITH COCOA
ALMOND DRINK WITH COFFEE *
* OAT DRINK WITH DATE & VANILLA

www.planteduk.com



The Woodland Trust is a charity registered in England and Wales (No. 294344) and in Scotland (No. SC038885). A non-profit making company limited by guarantee. Registered in England No. 1982873.

A TASTE OF HONEY

Mystified by mead? Don't be: this ancient drink is making a comeback, says Lyme Bay Winery's James Lambert

Britain's most ancient ferment is making a comeback, but do you know how to sell mead? We asked Lyme Bay Winery for some tips; it's all about passion...

WHAT DOES IT TAKE TO REVIVE AN ANCIENT RECIPE FOR 21ST CENTURY TASTES?

We're a bit different down here at Lyme Bay; we take our time to do things. We're more for sea shanties than smartphones, and we hands-down refuse to take ourselves too seriously. That's helped us to develop some of the country's boldest drinks creations. From Hopped Cider to Devon's first spiced rum, our entire range of multi award-winning fruit wines, English wines, ciders, meads, liqueurs and spirits are driven by a passion for the exceptional.

THE WINERY PRODUCES A WIDE RANGE OF DRINKS – WHY DID YOU DECIDE TO VENTURE INTO MEAD?

Mead was the perfect candidate for us, a virtually unexplored drinks category with an amazing history and huge potential for us to flex our creative muscles. The challenge for us was then to reimagine an ancient drink for a modern audience – a challenge that we've relished ever since!

WHY DO YOU THINK THIS ANCIENT RECIPE IS MAKING A COMEBACK?

Mead has been the fastest growing sector of the American drinks industry for the last few years and in the UK has been growing ten percent year-on-year for the last three years. Once considered a historical hang-up – the drink of dwarves and hobbits – mead is now making its way into the

RHUBARB NEGRONI

30ml Lyme Bay Rhubarb Mead
20ml Aperol Aperitivo
20ml Cotswold Dry Gin

Add to a rocks glass part-filled with cubed ice. Gently stir and garnish with orange zest.



mainstream consciousness thanks largely to the prevalence of the 'craft drinks' movement. This has increased consumer willingness to experiment, and given shoppers an appetite to 'connect' with the history and provenance behind what they're drinking.

SOME RETAILERS WON'T HAVE STOCKED MEAD RECENTLY, IF EVER. ANY TIPS?

In our experience, the most important element when selling mead is to educate. The typical

customer in the UK is, at best, unsure about mead and in many cases has absolutely no idea what it is. We tend to put it this way: mead isn't just a different drink, it's a whole new drinks category. Think grapes into wine, apples into cider, honey into mead. Once customers realise the DNA behind what they are drinking, they're much more open to the idea that meads come in many different shapes and sizes. The journey into mead can begin! Supporting the education process with sampling is also highly beneficial and blows away any outdated misconceptions that customers may have about mead.

WHAT'S THE BEST WAY TO SERVE MEAD TO POTENTIAL CUSTOMERS?

By way of an introduction, we would recommend drinking our mead in a tumbler neat or over ice. Once you have been acquainted, the honey-richness of mead makes it a brilliant and versatile drink to pair with food. It contrasts beautifully with the spice of Chinese or Indian food, takes sticky toffee pudding to a whole new level and pairs exquisitely with a cheeseboard. Finally, mead-based cocktails are amazing. Here's one of our favourites...



THE DRINK OF THE GODS IS MAKING A COMEBACK

lymebaywinery.co.uk





N

NATURAL

The rise of 'clean label' has seen the industrial preservatives, stabilisers and emulsifiers squeezed out in favour of natural alternatives. Step up vegetable-derived colours and flavourings that will placate concerned label-checkers as they peruse your drink offering. Urban Cordials is a good example, eschewing a long shelf life for simple formulation sweetened with sugar beet. Super fruits and naturally-derived stimulants continue to drive innovation.

KINETA MATCHA GREEN APPLE

Organic fresh apple juice lengthened and lightened with Devon spring water and Matcha green tea.
kineta-drinks.co.uk



KARMA COLA SUGAR FREE

This classic cola contains nothing artificial, with part of the proceeds from each bottle going to the families who grow the company's cola in Sierra Leone.
karmacola.co.uk

TREEVITALISE ORGANIC BIRCH WATER WITH ELDERFLOWER

A light and refreshing drink which features organic birch sap, organic grape juice and organic elderflower.
treevitalise.com



THE LOST COAST FOOD CO MANGO, TURMERIC & GINGER JUICE

Using all-natural, plant-based ingredients offering taste experiences that challenge conventional thinking
lostcoastfoodco.com



CROOKED BEVERAGE CO BLOOD ORANGE & PASSION FRUIT

Refreshing, sparkling, alcoholic malted soda. Made with natural fruit flavours, juices and a lightly hopped finish with nothing artificial.
crookedbeverageco.com



JARR GINGER KOMBUCHA

All natural, low sugar soft drink made by fermenting a blend of organic oolong and green tea.
jarrkombucha.com



O

ORGANIC

Organic wine is experiencing growth befitting a drink made from one of nature's fastest growing plants. In fact, research by the Institute of Wine & Spirit Research (IWSR) suggests organics could double their market share in the wine category by 2022, a statistic supported by sales at British distributor Jascots. The wine seller has seen its own sales of organic wine increase by 132% in the six months up to October 2018. It's good news for sellers of fine wine; IWSR suggest punters are willing to pay nearly 40% more for wine certified organic. The figures are welcomed by the organic market as a whole, which has seen slower growth across other categories in the same period.



PROBIOTICS

P

The market for probiotics – sources of live bacteria that may contribute to the microbial diversity of the consumer's gut – has bloomed in recent years, but it's no flash-in-the-pan fad. Scientists are increasingly confirming what ancient food cultures have always known, that live products are as good on the gut as they are on the palate. Cue a new generation of kombuchas, kefir and probiotic-pimped functional drinks that promise to deliver a dose of healthy microbes in a tasty carrier. America and Australia lead the field on probiotic products, and the drinks category is no different, but with kombucha gaining traction as a cocktail ingredient and lo-no beverage, the British market has plenty of incentive to catch up.



OH MY GUTNESS ORIGINAL WATER KEFIR

Dairy-free, low sugar and delicious water kefir, packed with millions of live cultures to contribute to a happy gut.
ohmygutness.com



CAPTAIN KOMBUCHA ORIGINAL

Vegan and organic kombucha containing good gut bacteria, live cultures, vitamins & enzymes.
captainkombucha.com



BIOME! DAIRY-FREE NATURAL PROBIOTIC SHOTS

Probiotic shot with billions of live active cultures and vitamins B6, D and Calcium to support the normal function of the immune and digestive systems.
biome!.life



QUINCE

This fragrant orchard fruit is ripe for a revival, with its natural pink hue and aromatic qualities (think pear blended with a hint of rosewater). Bramley & Gage is on the case with a 18% quince liqueur while Poland's Soplica has a 32% Quince Spirit Drink on the market. Watch this space for companions on the shelves.



QUALITY

With consumers becoming increasingly savvy about the short-cuts that can compromise on the taste, mouth feel and after-effects of their chosen tippie, quality is more important than ever. And it's not just ingredients that matter to consumers. Slow-maturation and cold-fermentation add cost to production – time is always a costly ingredient – but give a story that customers can buy into. Heritage methods, high-provenance ingredients, and simple recipes lead to a culture of quality that can sell what's in the bottle before shoppers have taken a single sip. How you tell the stories to the customer is down to you, but with a high-quality product there will always be a good tale to tell.



HATTIERS PREMIUM RESERVE RUM

This hearty blend marries eight-year-old Barbadian rum with column-stilled rums from the Dominican Republic, Panama and Guatemala.
hattiers.com



ION DISTILLERY NORTHERN CASK SPICED RUM

Ireland's first rum distillery uses black strap molasses to make this spiced rum with notes of caramel and tropical fruit.

iondistillery.com



THE CORNISH DISTILLING CO KALKAR COFFEE SPIRIT

Cornish rum, blended with single origin cold brew coffee.
cornishdistillingco.com

RUM

"This is going to be rum's year," says Darren Nugent, master distiller at ION Distillery in Northern Ireland and one of a new wave of rum distillers bringing Caribbean flavours to the British Isles. This most Caribbean of spirits has been eclipsed by gin in recent years, but with more micro distillers and 'rectifiers' – that's those spicing, infusing and ageing white rum imported from warmer climes – than ever, these are exciting times for rum.



BLACKFORDS LIMONCELLO

A delicious Italian liqueur made from Sicilian lemons and British grain alcohol to a traditional Italian recipe.
blackfords-fd.com

CHARRINGTON'S RAVISHING RUSSETT APPLE JUICE

A rich textured juice with a nutty sweetness that's a great natural energy boost or cocktail mixer.
charringtonsdrinks.com



COLONSAY BEVERAGES WILD ISLAND BOTANIC GIN

A super premium, citrus-forward London Dry Gin infused with 16 botanicals, six of which are hand gathered on a remote Hebridean island croft on the Isle of Colonsay.
wildislandgin.com



SUMMER

Fill your chillers – summer is coming and with it a golden opportunity to boost sales across most categories. Light, floral wines, fruity flavoured spirits and pale hoppy beers are likely to shift in some numbers, but can your cold drinks aisle expect serious footfall? “Summer is really important,” says Gemma Cooper, commercial business partner with market analysts Nielsen, “but it’s weather dependant. So summer 2018 was great for all alcohol, both on and off trade, because of the weather.” Will 2019 prove just as scorching? Even the finest meteorologists would struggle to make a prediction worth basing your order around, but with the unexpected success of England’s World Cup campaign missing from the mix this summer, and Andy Murray’s Wimbledon glory sadly in the past, sales are likely to be a little more subdued. Moving fast to capitalise on mini heat waves and dry bank holidays might make all the difference.



START-UPS

With the explosion in sales of gin, craft beers and functional drinks inspiring would-be producers to get a slice of the pie, we’re living in a golden age for start-up businesses. Take NovelTea – winner of the crowdfunded category at the New Producer Awards – which

combines British tea culture with classic spirits to create innovative infusions. Then there’s Never.25, a Scottish distillery producing an eau de vie -style spirit made by fusing whisky-making techniques with seasonal fruit. The effects of the gin gold rush are visible in black and white; in 2018 HMRC issued 31 new distillery licences in England. In fact, the number of English spirit distillers has increased 620% since 2010. That’s a lot of producers looking for a return on their investment, so expect the flood of innovative products to flow on.



TEQUILA

Research from IWSR suggests the UK is one of several international markets that can expect robust growth of tequila. In fact, the golden spirit is at near record levels of production, and whilst it currently accounts for just one percent of the global spirits market exports are on an upward trajectory. There are even moves afoot at Mexico’s Universidad Nacional Autonoma to turn agave residue from the industry’s 1,732,000 tonnes of annual waste into a nutritious flour. How 2019 is that?!



UNUSUAL

Weird and wonderful drinks have become the norm as ‘functional’ beverages have emerged to blend nutrition with hydration. Flavour may not come first with such health drinks, but an innovation-hungry public is happy to experiment, particularly when novel drinks rack up peer approval points on social media. Classic examples include Refix, a health drink ‘like Gatorade but a bit salty’ that’s made with 20% sea water. Laverbread, the native seaweed that infuses the Pembrokeshire Beach Company’s Barthe Ddu rum, is also rather unique. “No-one wants salty rum,” says creator Jonathan, “I’ve drunk enough of that, it’s disgusting. But seaweed brings such a depth of flavour.” This brave new world of flavour innovation is even impacting on more traditional spirits, with Waitrose suggesting that mezcal, Mexico’s Cinderella spirit, is trending.

WILLOW

A unique, 4.4% blend of a calvados base, pineapple, star anise, cherry tomato, kaffir lime leaves and agave syrup.
challerichards.co.uk



LINDORES ABBEY DISTILLERY

Whiskey spirit infused with fruits, dates, raisins, herbs and spices.
lindoresabbeydistillery.com



THE GARLIC FARM BLACK GARLIC VODKA

A natural infusion of distilled barley, sugar and beet with the addition of heat-aged black garlic.
thegarlicfarm.co.uk



PRODUCER SPOTLIGHT



SILVER SWIFT

Silver Swift make award-winning low-calorie vegan sparkling alcoholic drinks using premium British spirits. Their 100% natural botanical spritzers are free from refined sugar, gluten and artificial ingredients.

Silver Swift use the treasure chest of British fruits and herbs to create their beautiful refreshing British blends. Over 90% of their ingredients are sourced from the UK.

The range includes two vodka-based and two gin-based spritzers, all 5% alcohol with spirits sourced from Brittain's distillery in Yorkshire. Currently available in 250ml glass bottles, with new 250ml cans hitting the market in April ready for Easter and summer barbecue season.
silverswiftdrinks.com

VODKA

Vodka is another category where innovation has been driven by macro trends affecting sales across all categories. This month Fair Vodka, the world's first Fair Trade vodka, hits shelves at Waitrose. Distilled from quinoa, it's made with the harvest of co-operatives in the Bolivian Andes. Meanwhile Ramsbury, Wiltshire's single estate vodka, proves that provenance matters in even the purest product. Despite these trends towards quality, research released by Nielsen suggests that vodka consumers tend to come from less affluent households. Geographic spread is also revealing, with consumption higher among 35 to 44 year olds and those based in the North of the UK, particularly Scotland. "Flavoured vodka is quite a traditional alcohol category," says Gemma Cooper, commercial partner at Nielsen. "But it's interesting to note that the top flavours in gin are sweet, berry flavours, and that's rubbing off on flavoured vodka."



TIPTREE TAWNY MARMALADE VODKA LIQUEUR

Small-batch craft English Vodka is distilled with Tiptree Tawny Orange Marmalade to create this rather delicious liqueur.
tiptree.com

ELDERFLOWER VODKA SPIRIT

An artisan, small batch spirit made using English rye-based vodka perfect served on its own or mixed in a cocktail.
godminster.com



CHASE VODKA

Chase's signature spirit, created in the company's Herefordshire family farm from seed to bottle.
chasedistillery.co.uk

PRODUCER SPOTLIGHT



TAYPORT DISTILLERY

Tayport Distillery meets the demand for a new natural flavour experience in craft spirits by hand collecting the finest Scottish grains and summer berries to make drinks with real character and natural flavour. We are proud to make our own unique base spirit from local grain, triple distilling and adding fruit to macerate, infuse and slowly impart flavour into our base spirit.

Never.25 is an award winning and truly innovative white spirit, a smooth and refined twist on a popular European drink known as Eau De Vie. Our 1992 range of liqueurs burst with berry flavours and meet interest for a sweeter lower alcohol product.

tayportdistillery.com



According to the prestigious Jim Murray's Whisky Bible, the dram of the year for 2019 is William Larue Weller 2017, a Kentucky bourbon and the third consecutive American to scoop the accolade

WHISKY

This category may have been eclipsed by gin in recent years, with commentators seizing on the revelation that England has recently overtaken Scotland when it comes to distilleries, but innovation will continue to drive interest. This year sees the first single malt from the Isle of Raasay go on sale, meanwhile plans are afoot to build the first distillery on the Isle of Barra.



SLOEWHISKY

The sloe fruit flavour and almond from the stone combine brilliantly with the blended whisky base to give a wonderful, smooth silky mouth feel. Unlike Sloe Gin, Sloe Whisky has a long and rounded finish with delicious smokey and earthy hints.
sloemotion.com



BIMBER WHISKY

One of the first London distilleries to produce Single Malt Whisky for over a century. English barley is carefully selected before malting, then it is mashed, fermented and distilled in copper pot stills.
bimberdistillery.co.uk

ISLE OF ARRAN 10 YEAR OLD WHISKY

A classic expression of Arran and a must-have for all whisky fans.
arranwhisky.com





STOCKING SUCCESS

This innovative brand is looking beyond the bottle to support its stockists. So are you on board with The Sweet Potato Spirit Company?

In an industry where innovation is key, The Sweet Potato Spirit Company is forging its own path into the hearts of consumers. Novel distillations are hot property, and the clever crossover between craft spirits and one of health's hottest trends – the sweet potato – was a smart move. “2018 was a great year for us and we enjoyed fantastic growth in sales across the range,” confirms Garry Smith, the company’s founding director. “We put a lot of focus on supporting our distributors and stockists and we plan to increase this activity through 2019.”

A TASTE OF THE UNEXPECTED

To take a step back for those not acquainted with the brand, there are plenty of products worth getting to know. “Our multi award-winning sweet potato spirit and liqueur range is handcrafted from scratch here in the UK using our own farm-grown sweet potatoes and other raw natural ingredients,” says Garry. “It comprises 11 lines and includes five gins, four moonshines, a spiced rum and a

vodka.” Those potatoes, grown in the sunshine of the brand’s farms in North Carolina, USA, are hand-picked and shipped to the UK.

For the other ingredients – like the apples in the Toffee Apple Moonshine and the oranges in the Orange Gin Liqueur – The Sweet Potato Spirit Company pays the same careful attention to sourcing, choosing the best quality produce to feature in its spirits. “We source English produce wherever possible for our other ingredients,” says Garry. Although the use of sweet potatoes is piquing consumer interest, it’s the distinctive and premium flavours that are really captivating consumers. “The drinks are extremely versatile because the flavours are bold but balanced,” he continues. “They’re

not overpowering in any way. All of our drinks have a very distinctive nose, so there’s no mistaking what’s in them. Our Toffee Apple Moonshine, for example, has a massive crème brûlée-esque aroma.”

IN-STORE SUPPORT

The company is also looking beyond the bottle, working hard on its offer to stockists to support sales. “In March we will be launching our trade app which will contain lots of resources to enable our trading partners to make the most of every sales opportunity,” says Garry, “from product information and videos to downloadable content including imagery, recipes, customisable templates and much more. Our stockists will also be able to order complimentary POS aids via the app.”

The spirits are, of course, eminently mixable; cocktail lovers and cooks alike will enjoy the unique flavours within. Garry’s aware that educating the consumer, and raising the profile of the brand with spirit connoisseurs, is an important step towards driving sales.

“To further our retailer support we will be substantially increasing

our events programme, raising awareness of The Sweet Potato Spirit Company’s range in key locations,” says Garry. “We will always aim to drive repeat sales to local stockists.” In fact, the company is keen to join forces with its stockists to engage with their local community of customers. “We would encourage our stockists to get in touch if there is an event local to them that they think we should attend or to discuss specific support,” says Gary. “Also if any retailers are attending the Farm Shop & Deli Show or IFE we’d like to invite them to come and see us and sample the range.”

Importantly for a millennial consumer base the range is vegan-friendly – so makes a perfect part of a plant-based lifestyle! – as well as being gluten-free. Bottles are available in three sizes: 50cl, 20cl and 5cl, enabling stockists to offer a range of price points to suit their customers.

“ In March we will be launching our trade app which will contain lots of resources to enable our trading partners to make the most of every sales opportunity ”





Multi Award Winning SWEET POTATO — SPIRIT RANGE —



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www.askforanSP.com



X-RATED

The creeping legalisation of cannabis in North America has opened the door to brewers, including a brand owned by Heineken, a sister brand to Corona and producer paired with Molson Coors, keen to add a little plant power to their beverages. The psychoactive THC remains off-limits in the UK, but with the benign CBD gaining traction as a ‘wellness’ ingredient, could this be the next ‘functional’ botanical to hit craft brewing?



LIBELLIS

A premium gin spirit drink as a shot or with mixer – with a micro-ionised strawberry effect that changes colour when shaken.
eliots.com

WINABIS

The first legal cannabis flavoured wine in Europe.
winabiswine.com



KINGS COUNTY BARREL-STRENGTH BOURBON

Rich and sweet notes of vanilla, caramel and cinnamon come to the fore in this 62% ABV bourbon.
kingscountystillery.com



YOUNG PRODUCERS

In a marketplace driven by innovation, you’d expect to find young entrepreneurs hard at work. Molly Rose McClean, who at eight years old is CEO of Scottish still lemonade brand Molly Rose Drinks, takes some beating but there are plenty of others bringing exuberant passion to the industry. The explosion in social media channels has enabled drinks brands to reach a younger, more engaged audience but with authenticity key to securing a loyal customer base, digital natives have an automatic marketing advantage. Matcha Works, created by two 23-year-olds, even sells direct to consumers via Whatsapp. Founders of Sibling Distillery are legally restricted from introducing themselves on their website, as three of the four directors are under 25.

YUZU

The elusive flavour of this Asian citrus has long been championed by food writer Nigel Slater, who laments the absence of fresh yuzu from British shelves. Regardless, the flavour crops up as a sophisticated alternative to the less complex lemon, bringing hybrid of lime, lemon and grapefruit to drinks, desserts, chocolates and much besides. The Japan Centre retails a craft spirit, Kyoya Shuzo Premium Yuzu Flavoured Gin, that brings the flavour to the fore. Given the trend for all things Korean, it surely won’t be long until ‘yuja’, the Korean incarnation of the fruit, arrives in innovative products.



PHROOTI MANGO WATER

A low calorie, all-natural drink made from crushed mangoes and spring water.
phrooti.com



WHAT A MELON WATERMELON WATER

A watermelon water that’s all natural and contains nothing from concentrate.
whatamelonwater.com



FIOVANA ELDERFLOWER LYCHEE & GREEN TEA CORDIAL

A better-for-you superfruit cordial with no added sugar and nothing artificial.
fiovanadrinks.co.uk

PEEL & SPICE GINGER WITH CINNAMON

Ginger and spice-infused sparkling drinks with zero sugar or sweeteners.
peelandspice.co.uk



BRECKLAND ORCHARD POSH POP LIGHTER

A zero-sugar premium soft drinks which offers a great healthy alternative for those with a sweet tooth.
brecklandorchard.co.uk



ZERO SUGAR

As anyone who stocks carbonated soft drinks will know, market forces are reshaping the soft drinks category like never before. The sugar tax, which came into effect in April 2018, is on track to raise £240m in its first year. British research published in January suggests switching from sugary soda drinks to a zero-sugar alternative may have no effect on weight loss, but zero sugar is here to stay.



Introducing the first gin creams on the market, the founders of Carthy & Black have a lot to talk about but who are they and why Gin Cream? The story began with Mike Carthy and Marcus Black who wanted to shake up the liqueur category and create something out of the ordinary to give discerning customers a taste of something truly unexpected.

WHAT'S IN THE RANGE?

The Whiskey Cream Liqueur is crafted using the freshest Yorkshire cream and the finest aromatic whiskey. Unexpected hints of chocolate and caramel mingle on the palate, rounding off the whole enticingly delicious experience.

The Original Gin Cream Liqueur is one of those that sounds like it shouldn't work but it absolutely does! This time, instead of Whiskey, they have introduced Harrogate's finest award-winning Slingsby Gin which adds an unexpected twist. Expect subtle citrusy notes from the gin base which develops a mouth-wateringly sweet vanilla finish.

The Lemon Gin Cream Liqueur – yum! Taking Harrogate's award-

TWIST ON A CLASSIC

Carthy & Black introduces a taste of the unexpected



winning Slingsby Gin, they have introduced it to caramelised lemon notes which develops a

biscuity finish. This is the most surprising lemony romp in a glass you've ever experienced.

AWARD-WINNING PRODUCTS

Carthy & Black Cream Liqueurs were awarded Gold and Silver medals at The Liqueur Masters 2017, and their Yorkshire Cream Liqueur was awarded Gold at the 2018 Speciality & Liqueur Masters, making it the highest awarded Cream Liqueur in the whole Liqueur and Specialty Masters Competition out of over 20 Entries in the Cream Liqueurs Category.

HOW TO SERVE

The team recommends over ice or in some of the delicious cocktails – check out their Instagram for some tempting recipe inspiration. The products also lend themselves very nicely to boozy baking – Yorkshire Cream Liqueur Brownies, anyone?

LEMON FIZZLE

50ml Lemon Gin Cream
12.5ml Liqueur 43

Pour liquor 43 around a martini glass and allow a little to remain in the bottom of the glass. Shake Carthy & Black Lemon Gin Cream with ice and strain. Garnish with a lemon wheel.

CARTHY & BLACK



TASTE OF THE UNEXPECTED

Our Yorkshire Cream Liqueurs are crafted using the freshest, locally sourced cream and infused with Harrogate's award-winning Slingsby Gin or the finest aromatic whiskey.

17% ABV ~ 50cl



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ICB
icbrands.co.uk
twitter.com/ICBrandsLtd

"I STARTED THE BUSINESS TO TRY AND RECREATE THE AMAZING LEMONADE MY GRANNY JESSIE HAD MADE ME WHEN I WAS A CHILD"

I founded Breckland Orchard in 2009 – so this year is our 10th anniversary! Time has literally flown by. I started the business to try and recreate the amazing lemonade my granny Jessie had made me when I was a child. I wanted to make that same amazing lemonade for my own children. The Cloudy Lemonade has been joined along the way by 12 other flavours – from Pear & Elderflower to Strawberry & Rhubarb and Sloe & Rose Lemonade. We focus on very British-inspired flavours – so no mangoes or pineapples! We bottle in glass because we think it's the eco-friendliest packaging format that there is. Our 275ml



bottles are a perfect single serve size! We're proud to be a family owned business, no angel investors and not owned by a huge multinational unlike many of our competitors. Being independent gives us the freedom to make the right decisions, to always do the right thing, to be single minded about using the best ingredients and not compromise on quality.

FOR THE LOVE OF LEMONADE

Fond memories of childhood beverage inspired Claire Martensen to launch Breckland Orchard: a brand now taking the UK drinks industry by storm

"THE SUGAR LEVY HAS HAD A BIG EFFECT ON THE DRINKS INDUSTRY, BUT BRECKLAND ORCHARD HAS ALWAYS DONE THINGS RIGHT"

As a small artisan producer we're exempt from the sugar levy, so that definitely makes things easier and frees us from lots of legislative reporting to HMRC. The tax is levied on the larger manufacturers, but as a small producer we sit outside the levy.

We make a range of drinks – some use sugar to sweeten them but we have an innovative range of zero sugar premium presse drinks. These use sweeteners instead of sugar, which makes them under 10 calories per bottle.

"I STARTED BRECKLAND ORCHARD FROM A GREAT LOVE OF FOOD AND DRINK, AND WE SELL THE DRINKS IN OUTLETS THAT SHARE OUR LOVE"

We don't supply the supermarkets – that's been our position ever



since we started and we are very proud to supply only coffee shops, delis and cafes right across the UK. I started Breckland Orchard

from a great love of food and drink, and we sell the drinks in outlets that share our love. For our customers it means that they can offer Breckland Orchard in their store or on their menu knowing that are offering something unique and different and that customers can't nip and buy the same thing at Tesco on a buy one, get one free! It also means that our customers can price as they see fit, without having to price match to the large supermarket chains and that makes a huge difference.

People have often asked if we'll end up selling in the supermarkets one day, but we really have no intention of doing that at all. I know it's some people's dream to see their product on the shelves of Tesco et al, but for me it's the burst of pride I feel at seeing Posh Pop® on the shelf of award-winning



We're launching a new Zero Sugar Strawberry and Rhubarb Posh Pop this Spring – to mark our 10th anniversary – and I couldn't be happier about how fabulous it tastes!



farm shops, or fantastic coffee shops! We print 'not available in supermarkets' on every one of our outer boxes to show how intentional we are about this.

"I'VE GOT ONE SIMPLE AIM AT BRECKLAND ORCHARD – TO MAKE THE BEST SOFT DRINKS EVER"

We've won lots of Great Taste awards along the way. I've always crafted the drinks to be full of flavour, and with just a little carbonation. Getting feedback from peers in the industry about how great they taste is great, and it's nice that all the care I've taken crafting the perfect recipe has been noticed.



YOU WON'T FIND
OUR DRINKS IN
SUPERMARKETS

Breckland Orchard

AWARD WINNING POSH POP



- 9 flavours of 275ml
- 3 zero sugar varieties
- Family owned business based in Cambridgeshire



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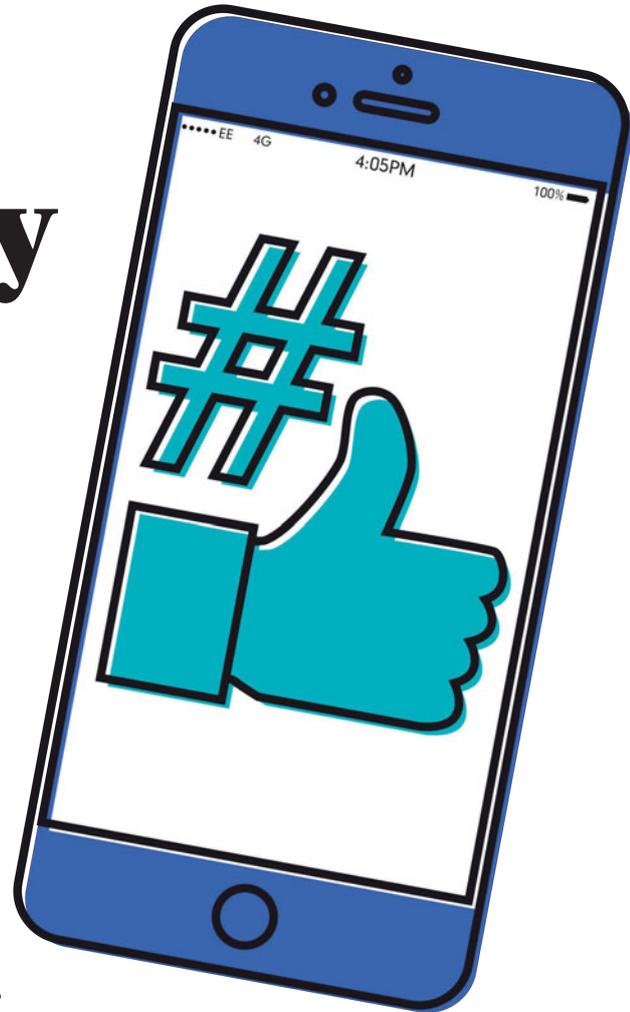
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