2026

SF SPECIALITY FOOD

DRINKS BUYER



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Welcome to DRINKS BUYER



Welcome to the 2026 edition of *Drinks Buyer*, brought to you by the team behind *Speciality Food*.

The drinks industry is packed full of innovation, so to make the following pages as valuable as possible we have filled them to the brim with as many product recommendation and sector intel as possible to help you make the most of your drinks selection for the coming 12 months, all in an easy-to-navigate A-Z format.

From classic beers and ciders to functional refreshment and low/no options, there's plenty to revamp your chillers and shelves.

Plus, we tell the stories of some of the UK's most exciting brands to inspire you to make smart stocking decisions in 2026. From our team to yours, all the best for a refreshing year ahead.

HOLLY SHACKLETON | EDITOR

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DRINKS BUYER MAGAZINE Must Try 2026

Teto



Teto is a sparkling cold-brew tea elevated with Citra hops and botanicals to create a layered, sophisticated taste. By slowly cold-brewing real loose-leaf tea, Teto have created a delicate, clean and refreshing flavour. Developed by Linsay and Cameron Saunders for people with refined tastes, Teto is a naturally sugar-free alternative to soft drinks made using honest ingredients. Available in Sencha & Goji Berry and Hibiscus & Berry flavours.
drinkteto.com

B

BEER

Tiny Rebel
Rebel IPA
Gluten-free and vegan friendly, this IPA is smooth, crisp and citrussy. One of the brewery's signature beers.
tinyrebel.co.uk





Beak
Dunkel
From one of the UK's most renowned craft breweries. Brewed with Munich malts for a soft body and notes of toast and malt chocolate.
beakbrewery.com

BITTERS

Malvern Bitters
Malvern Inky Blue
An award-winning, all-natural colour-changing elixir which breathes new life and excitement into mixed drinks.
malvernbitters.ink





The Bitters Club
Grapefruit &
Elderflower Bitters
Sweet, tangy, grapefruit-forward bitters with an elderberry afternoon. An elegant addition to white spirits.
thebitterclub.co.uk

A

APERITIF



Bellamie
Bellamie
Made in Kent, this brings the French art of the aperitif to the UK. The beautiful natural cherry-flavoured spirit is made at the fully sustainable Pleasant Land Distillery.
bellamieaperitif.com



Hotel Starlino
Elderflower Aperitivo
A delicate and delightful sipper pre-dinner. With elderflower, citrus, pear, lychee, herbs and spice.
thestarlino.com

'Clean labels align with key consumer priorities: healthier lifestyles, ingredient simplicity, and ingredient transparency. Survey data shows strong demand for easy-to-understand formulations... and consumers are increasingly seeking products that use familiar, recognisable ingredients'

EVE FORSHAW, GLOBALDATA





Cold brew coffee is one of the **fastest** growing drinks segments in the **UK**, accounting for **32%** of **total** UK coffee **consumption**
marketresearch.com



THE LOWDOWN – BOTANICALS

Using botanicals in drinks is far from a modern invention; legend has it that during the Roman Empire charred plants were infused into gladiators' beverages to help them heal faster. Flowers, leaves, bark, roots and seeds are still used in drinks today to impart flavour in anything from soft drinks to spirits, and innovation in this fragrant sphere is abound.

C

COLD BREW

Kaytea Cold Brew Iced Tea – Blackcurrant Grape

An organic, cold-brewed, Fairtrade iced tea with an exceptional fruity flavour.

kaytea.co.uk





Dot Dot Cold Brew Americano Bubble Coffee

The UK's first bubble coffee in an eco-friendly glass bottle. Made in London with cold brew espresso.

dotdottea.com

Nolo Cold Brew Latte – Caramel Swirl

Smooth, rich and velvety - with added prebiotic plant fibre that supports gut health.

wearenolo.com





CIDER

Pulp Craft Cider - Apple

A classic, refreshing drink, made with fresh cider apples for a delightful sharpness with a slightly dry finish.

pulp-cider.co.uk



Kicking Goat Elderflower & Mint Cider

A light, floral cider that's ideal for elevating sunny occasions.

kickinggoatcider.co.uk

CLEAN LABEL



Drink Wild Wild Berry Brew

A premium, still, non-alcoholic drink made by slow brewing berries with fruits, herbs and spices. It's 100% natural and designed for the modern soft drink consumer.

drinkwild.co.uk

D

DIGESTIVE



Jinger Mint & Ginger

Non-alcoholic and sugar free, this concentrate with organic ginger, herbs and spices has been designed to promote digestive health.

jingerdrinks.com





the number of global consumers who are paying greater attention to ingredient lists on food and drink

FMCG Gurus

Sandford Orchards

DRINKS BUYER MAGAZINE Must Try 2026

Founded in 2002, independent, family-owned Sandford Orchards is based in Devon in the oldest working cider mill in the UK, where they create award-winning authentic cider, using a fresh, natural and sustainable approach. They press locally grown apples and ferment and mature cider from whole juice, not concentrate. Their range of world class ciders includes their best-selling Devon Red, their non-alcoholic Red Zero, a multi-award-winning traditional cider, The General, martinotti-style Katja, a selection of much-loved fruit ciders and more.

sandfordorchards.co.uk



E

EARL GREY

Humanitea Earl Grey Tea Latte Oat Drink

A smooth, light, fragrant RTD tea, heady with Bergamot. Suitable for vegans.

humanitea.co.uk





ECO-FRIENDLY

B58 Winery Beaulieu Rose 2023

This wine, filled with the essence of soft fruits and a hint of citrus, is made using traditional and low intervention techniques on Sandy Booth's innovative Hampshire farm.

b58winery.com

ENERGY

PurchargeEnergy Water – Apple & Kiwi

Nootropic energy water, with clean energy from natural green coffee, paired with L-theanine, rhodiola, panax ginseng, creatine, magnesium, electrolytes and B vitamins.

purcharge.com





Bol Power Shake – Vanilla

A 100% nutritionally complete mal in a bottle. High in energy, protein and fibre, with 26 vitamins and minerals.

bolfoods.com

DRINKS BUYER MAGAZINE Must Try 2026

Mr Fitzpatrick's

Mr Fitzpatrick's journey begins in 1899 when their cordials were botanically brewed by the Fitzpatrick's family. From humble beginnings, this quickly escalated to the growth of a number of Mr Fitzpatrick's Temperance Bars dominating The North throughout the Victorian era. In modern times, the brand stays true to its roots and are the proud owners of Mr Fitzpatrick's – Britain's Last Original Temperance Bar nestled in the Rossendale Valley. They continue to botanically brew **32 multi-award-winning unique blends** in the heart of The Valley, using a combination of the best botanical ingredients.

mrfitzpatricks.com



20% OFF YOUR FIRST ORDER WITH CODE **'DRINKSBUYER26'**

F

FRUITY



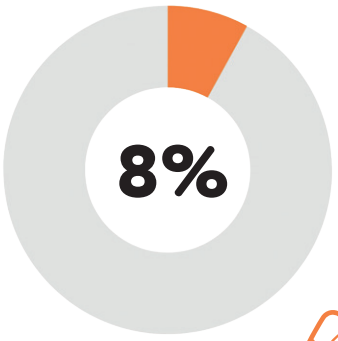
Rapscallion Soda Cranachan

The classic Scottish pudding in a can – made with crushed fresh raspberries, toasted oats, lemon zest and star anise.

rapscallionsoda.com

The UK functional drinks sector is expected to grow by 8% in the next few years

Grand View Research



FUNCTIONAL

MUUSH Drinks Blood Orange & Ginger

All the benefits of functional mushrooms, with a punch of fruity flavour and no added sugar.

muush.co





Unconform Flat White for the Mind

Functional cold brew oat latte, packed with nootropics and smooth cold brew coffee to deliver mental clarity without the jitters.

unconform.shop

G

GIN



Loveday Golden Hour Gin

Crafted sustainably by the all-female Cornish distillers. With notes of pink grapefruit, cardamom, pink peppercorn and rose.

lovedaydistilling.com



Helen Browning's Organic Wildgrass Pear and Sea Buckthorn London Dry Gin

A traditional, copper distilled London Dry gin, inspired by the botanicals on Helen's organic farm, with a distinct brightness from wild sea buckthorn.

helenbrowningsorganics.co.uk

What is mead?

Honey has been fermented into drinks as far back as **9,000BC**, across **ancient** civilisations in Asia, Europe and Africa. Called the **'nectar of the Gods'** in **Greek** mythology, at its heart **mead** is honey and water **fermented** with yeast. Consumers are enjoying its **low alcohol** content and natural, clean ingredients deck.

H

HONEY

Beesou Bitter Honey Aperitif

An all-natural spirit, ideal for mixing, blending ethically sourced British honey and natural botanicals.

beesou.london



GUT-FRIENDLY

Unrooted Super Greens – Lemon and Baobab Shot

This shot, combining wild baobab with lemon, kale, spinach and cucumber, packs in 4.2g of fibre per serving.

unrooteddrinks.com



Hive Mind Mead Honeyade – Just Honey

Sparkling water, enhanced with pure raw British honey for balanced sweetness. Made in Wales, this champions UK beekeepers.

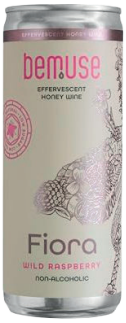
hivemindmead.com



$14.5 billion

the estimated revenue generated by the UK functional drinks market in 2025

Industry Research



Bemuse Fiora – Wild Raspberry

Non-alcoholic wine made by fermenting English meadow honey. Flavoured with real raspberries and rose.

bemusedrinks.com



All-round blends

Blendsmiths offer great taste whatever the season

WORDS BY CHARLOTTE JARMAN-WEARN

Summer has arrived and with it, a chance to rethink what a great drink can be. At Blendsmiths, we truly believe exceptional blends aren't bound by seasons. Whether served steaming or poured over ice, our range is crafted to deliver flavour and versatility throughout the year. Over the past few years, matcha has become a staple on menus and in homes. It's gone from curiosity to a drink that has generally changed people's minds. It's vibrant colour, creamy texture and unique flavour profile have challenged expectations, making it a firm favourite with drinkers seeking something that stands apart from the ordinary. Leaving a lasting impression on people's taste buds.

We've seen matcha evolve from niche to must try and we've embraced that wholeheartedly. From our hot ceremonial matcha to our iced Japanese blend, both deliver freshness, energyand depth that work beautifully no matter the temperature.

While matcha continues to rise in popularity, it's time to shine a spotlight on another hero in the Blendsmiths portfolio – Chai. Traditionally made with black tea, our chai's don't need that kick of caffeine, but they still hold that warm comfort, rich spices and bold character, making them incredibly adaptable.

When chilled over ice with milk (we usually opt for oat!), chai becomes a refreshing summer sip that still holds all the complexity and soul you associate with a classic chai.

We craft blends that keep you curious. Blends that are designed not just to be enjoyed, but to be experienced, in whatever form or season you choose.

TOP PRODUCT



Wakaba Ceremonial Matcha
Versatile with sweet, nutty notes, a subtle umami finish and balanced tannins.
blendsmiths.com

Whether served steaming or poured over ice, our range is crafted to deliver flavour and versatility throughout the year



Flavoured milk continues to deliver growth

Delamere's taste-packed milks are proving popular with consumers of all ages



Flavoured milk remains a strong performing category within dairy, offering retailers an opportunity to drive repeat sales and attract loyal customers. Flavoured milk now represents over 40% of dairy drink sales, highlighting the strength of the category. Delamere's flavoured milk range has also continued to perform well over the past year, with sales up 10%.



The brand's established 500ml glass bottle range remains popular with consumers and is now available in seven flavours – Strawberry, Chocolate, Banana, Iced Coffee, Vanilla, Salted Caramel and Cookies & Cream. Alongside this, Delamere also offers a smaller 240ml format, available in four flavours: Strawberry, Chocolate, Banana and Salted Caramel, perfect for smaller portions or on-the-go enjoyment.

The brand is also preparing to launch an exciting collaboration with Swizzels, inspired by three of the confectionery company's best-known sweets. The limited-edition range will bring a nostalgic twist to the category and aims to drive new shoppers into the fixture while encouraging trial from existing flavoured milk fans.

Jessica Page, brand manager at Delamere, said, "With the continued rise in low and no-alcohol drink preferences, Delamere's flavoured milk offers consumers a refreshing alternative to traditional soft drinks, particularly as we move into the warmer summer months. We see very strong loyalty within the category. Once consumers find a store that stocks their preferred flavour, they tend to return regularly. Many of our consumers purchase Delamere two to three times per week, demonstrating strong repeat purchase and frequency."

With demand continuing to grow and new flavour innovation entering the market, flavoured milk remains a category worth reviewing for delis, farm shops and food halls looking to broaden their drinks offering.

TOP PRODUCT



Delamere Strawberry Flavour Milk

A deliciously smooth strawberry flavour milk drink which contains all the goodness of milk and is suitable for all the family.

delameredairy.co.uk





Goodness Sells

A unique blend of tradition, health benefits and innovative flavours make Suma's kombucha a valuable proposition

It's not often that a thoroughly traditional product hits the heady heights of a full-blown trend, but that's exactly what kombucha has done – much to the delight of health-seeking shoppers across the UK. Over the past couple of years this fermented drink has exploded (not literally) onto British shelves, and while many mainstream variations somewhat negate the drink's natural health credentials thanks to being laden with sugar and other additives, Suma's award-winning offering manages to quench everyone's thirst for a goodness-forward drink which perfectly combines time-old production methods with thoroughly modern tastes.

"Shoppers are being ever more conscious about what they put in their baskets, demanding wholesome, sustainably made products, formulated in flavours that take their taste buds on a journey"

Made using no artificial sweeteners and 100% vegan, there are seven products in the range, with another launching in May – all of which are designed to appeal to real kombucha's core audiences: the traditionalists, the health-conscious, and those seeking new experiences. Ginger, Strawberry & Raspberry, Cola, Lychee & Lemongrass, Elderflower & Lemon, Spiced Apple & Plum and Peach & Turmeric are all bursting with a billion kombucha cultures and craft brewed in Yorkshire, and the range is set to be expanded in May with the launch of a Yuzu, Mint & Matcha variant.

Sampling will be a sales spinner for indies this year, as shoppers seeking out drinks beneficial to their health will be impressed by the delicious flavours of these drinks too; nutrition paired with enjoyment is a winning combination in 2026.

TOP PRODUCT



Suma Cola Kombucha

Craft brewed using green tea and bursting with kombucha cultures, this is organic and traditionally fermented from natural ingredients.

suma.coop



Suma
CO-OPERATIVE SINCE 1977

Clean taste. Natural ingredients. Lower in sugar.

Brewed the traditional way in Yorkshire. Brought to you by an **ethical equal-pay worker co-op.**

Shop online at suma.coop/wholesale or call 01422 313 848.

/sumawholefoods

MADE IN UK
Vegetarian Society Vegan APPROVED
SOIL ASSOCIATION ORGANIC

I

ICED TEA

HumaniTea Matcha Latte Oat Drink

A creamy, flavoursome, delicious oat drink infused with real matcha. It's smooth, slightly sweet and nutty.

humanitea.co.uk





Yorkshire Tea Iced Tea – Lemon

A ready-to-drink iced tea from one of the UK's best-loved tea brands. Made with all-natural flavourings, and low in calories.

taylorsoutofhome.co.uk

Full fat's in fashion

According to the Agriculture & Horticulture Development Board **(ADHB)**, sales of **semi-skimmed** and **skimmed** milk **declined** in **2025**, while **whole** milk sales **increased** by **3%** as more consumers reach for **full fat** dairy.

ICE CIDER

Burrow Hill Ice Cider

The bittersweet sharpness of traditional vintage cider apples is enhanced and made honied using the ice method.

somersetciderbrandy.co.uk



KEFIR

The Dorset Dairy Co Kefir – Original

Thick, creamy and drinkable. This is a combination of the dairy's unhomogenised milk, live kefir and yoghurt cultures.

thedorsetdairyco.com



4-5%
- THE GLOBAL GROWTH OF THE KEFIR MARKET
Market Data Forecast

K

KOMBUCHA

Pop Cultures Apple & Cardamom Jun Kombucha

Crafted with fresh apple juice, warm notes of cardamom, and 100% organic pure honey instead of sugar for added depth. Aged in oak barrels.

popcultures.co.uk





Suma Cola Kombucha

Craft brewed using green tea and bursting with kombucha cultures, this is organic and traditionally fermented from natural ingredients.

suma.coop

J

JUICE

McAlister's Still Apple Juice

Sweet and sharp apples, grown in the County Armagh countryside and pressed in small batches. Fruity and thirst-quenching.

mcalistersapples.com





Folkington's Juices Pressed Peach Juice

A highly aromatic juice made with delicious ripe Spanish peaches.

folkingtons.com

'There are clear trends of consumers choosing to drink less, or finding alcohol alternatives. The no and low alcohol category remains relatively small, but it is consistently growing'

MILES BEALE, CHIEF EXECUTIVE, WSTA



MEAD IN NUMBERS

£1,395.7 MILLION
the projected size in value of the mead market by 2032

11.33%
growth expected in the mead market by 2032

40%
Europe's market share of mead

- FORTUNE BUSINESS INSIGHTS



WHAT IS ICED CIDER?

Fruity, sweet and incredible with cheese (particularly blue cheese), iced cider is produced by freezing apples or apple juice, intensifying the flavour before brewing. It's best served super cold – as the name suggests!

L

LEMONADE



Sipp'd Straight Up Lemonade
Real citrus juice and small batch-production gives this lemonade a zippy, fresh, bright flavour that bursts with sunshine.
sippd.co.uk

LIMONCELLO

Shakespeare Distillery Limoncello
Take your tastebuds to the Amalfi Coast with this sharp, sweet, smooth sipping limoncello which makes a gorgeous aperitif.
shakespearedistillery.com



LOW AND NO

Sandford Orchards Red Zero
Made in Devon, in the UK's oldest working cider mill. This award-winning 0.5% ABV cider uses three apple varieties and the same tech as Guinness Zero. Cider drinkers love it.
sandfordorchards.co.uk





Pentire Drinks Margarita
Coastal botanicals, agave, lime, chilli and sea salt give this mocktail waves of complexity.
pentiredrinks.com

Khoki United

DRINKS BUYER MAGAZINE Must Try 2026

Discover Khoki United, the UK's trailblazer in clean low- and no-alcohol drinks. Their award-winning Tarongino Orange Wine, crafted from 100% perfectly ripe Valencian oranges, is joined by the vibrant Orange Spritz and Aqua De Valencia cocktail. Sourced sustainably from orchard to glass, each sip supports growers. Khoki United's artfully innovative and organic beverages are designed for mindful drinkers seeking natural, traceable refreshment with no added sugar or preservatives and bring a fresh, flavourful twist to the UK drinks scene.
khokiunited.com





TRENDING:
JUICE

Hybrid juices
think pineberry (pineapple and berries), or tangelo (tangerine and pomelo)

Hedgerow fruit
blackberries, raspberries, rosehip, cherry plums

Botanicals
elderflower, rose, lime leaf

Tropical combinations
guava and strawberry, mango and coconut

Source – Food Navigator

MIXING IT UP

Legend has it the Margarita cocktail was invented in Tijuana. Its name translates in Spanish to 'daisy'



M

MAI TAI

Whitebox Mai Tai
Aged rum, orgeat, orange curacao and lime, mixed to the authentic, full strength 1944 tiki recipe.
whiteboxcocktails.com





MILK

Tom Parker Creamery Bedtime Milk
Tapping into the bedtime wellness trend, this blends free-range milk with added botanicals known for their calming qualities.
tomparkercreamery.com

MARGARITA

Brink Non-alcoholic Margarita
Herbal, citrussy and balanced with a gentle sweetness from Madagascan vanilla. As good as the 'real thing'.
brinkdrinks.com





MEAD

Horns of Odin Traditional Honey Mead
The maker's signature mead made traditionally using only three ingredients – yeast, water from beneath Cheddar Gorge and honey from a third-generation beekeeper.
hornsofodin.com





Refreshingly Honest

A passion for honest ingredients and sustainable sourcing is at the heart of Flawsome's mission

With a shared history of picking perfectly in season, sometimes wonky fruit from family orchards and creatively putting the delicious fruit to use, perhaps it was only natural that husband and wife team Karina and Maciek Sudenyte went on to create a hugely successful business that not only celebrates fresh produce at its best but supports the farmers that grow it, too.

Since its launch in 2017, Flawsome! has had the sustainable mission of sourcing fruit that might otherwise have gone to waste – benefiting both the environment and the producer, who otherwise would have been out of pocket had the fruit not been saved by the team – and this was in part inspired by WRAP's Love Food, Hate Waste campaign that was in action while the pair were studying at the University of South Wales.

"We saw a billboard that stated that 4.4 million apples were thrown away every day, which really spurred us into action," explains Karina. "We began buying wonky and surplus fruit that the farmers had worked so hard to grow but had been rejected by the supermarkets in their efforts to make all fruit aesthetically pleasing, and having started out with a handful of relationships with growers we now work with around 20 to support their livelihoods."

Despite being young, in their second year of university and with twins on the way – and just £800 in the bank – Karina and Maciek were passionate enough about the cause, and confident in the knowledge they had accrued during a childhood of fruit picking and small-scale processing, to follow their idea through without compromise.

A smart choice

This eagerness to do good by the environment and farmers is tempered with an eyes-open approach to the wider issues faced by the fresh produce sector. "We understand that we can only ever play a relatively small role when it comes to minimising food waste; individuals and businesses across the sector – and world – are feeding into the issue, as are weather conditions, but we're going to keep doing what we can to support farmers from our corner of the market."

DID YOU KNOW?

12 apples go into every 1 litre carton of Flawsome! apple juice

Flawsome! is rightly proud to shout about its proactivity in this regard; each bottle clearly states how much fruit was saved in its production, and the brand's customers "love knowing they have done something good for the planet," says Karina.

Food waste isn't the only hurdle the brand has jumped. Fruit juices are often packed with additional sugars and preservatives to maintain shelf life and quench the rumoured consumer thirst for ever-sweeter drinks, but Flawsome!'s range bucks the trend. "Every product in our range is as nature intended," says Karina, "and while most of the industry uses concentrates, added sugars or sweeteners to create a consistent fake taste, we will never do that." Pasteurised for safety but unstandardised, Flawsome! don't use additives to force a 'standard' flavour; each batch is as unique as the fruit they save.

Karina and Maciek feel a deep responsibility to produce only what they themselves would consume and use to feed their family. This gives the brand a natural affinity with *Drinks Buyer* readers via its short ingredients list and built-in passion for doing things properly.



Flavour-packed and better-for-you

Thankfully for retailers looking to revamp their juice range for the better, Flawsome!'s range is extensive, ranging from 1 litre Masterpiece cartons of Orange, Sweet & Sour Apple, Lime, Lemon and Pineapple which are just as delicious served solo as within a cocktail, to cans of sparkling juice ranging from pure apple to Apple & Sour Cherry, juice in on-the-go glass bottles – or favourite is Apple & Super Berry – and wellness-boosting shots, which vary in intensity from the punchy Turmeric and Ginger options to Strawberry Gut Health and Cherry Immunity. There's also a selection of fruit waters boosted with vitamins and iron designed for children.

"Our drinks are created for the moments when life gets busy and it can seem a challenge to make decisions that do good for you and the environment," says Karina. With both taste and sustainability boxes thoroughly ticked, Drinks Buyer readers and their customers can be confident they're making a smart choice by stocking Flawsome!.



TOP PRODUCT



1 litre Pineapple Cold-pressed Juice

An all-natural and flavour-packed option for drinking straight from the carton or as an ingredient in longer drinks.

flawsomedrinks.com

FLAW SOME!

A shot that will make you go...

Mmm!



instead of Eww...

Certified B Corporation
Learn more at bcorp.com

NEGRONI

Edmunds Negroni
A bar-strength, characterful cocktail, blending gin, vermouth and Campari with bitter hints of orange.
edmundscocktails.co.uk



NOOTROPICS



VitClear Brain Health Nootropic Soda
Created for busy minds, this soda blends real fruit juice with natural additions to support clarity, focus and mental performance.
vitclear.com



Brite Pineapple & Mango
Enhance mental performance with this natural, no-sugar-added, energy drink, with green tea, green coffee, matcha and guarana extracts.
uk.britedrinks.com

NATURAL

Pure Kaktai Organic Natural Cactus Water – Lime & Ginger
An all-natural organic prickly pear juice, infused with lime and ginger and packed with electrolytes.
noughtdrinks.co.uk



Folkington's Pressed Guava & Dragonfruit
A unique, tropical, sweet pressed juice that begs to be served chilled over ice – with a slice or too of dragonfruit to garnish!
folkingtons.com



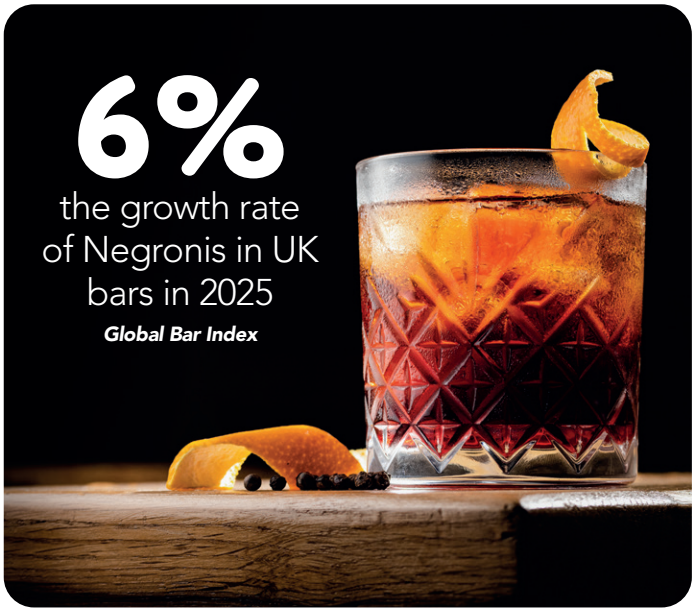
WHAT ARE NOOTROPICS?

The term originates form chemist Corneliu Giurgea, who defined nootropics as ingredients which enhance memory and learning, protect the brain and improve stress resistance. The most popular types found in today's drinks include L-Theanine (from green tea), creatine and mushrooms such as lion's mane and cordyceps.

'The organic market delivered abundant growth across the board last year, out-performing non-organic in both volume and value growth – a key indicator of the health and potential of the market as we look to the future. Signs are strong that this growth is here to stay, with increasing consumer demand, particularly from Gen Z shoppers who are increasingly motivated by healthy and sustainable choices and seeking out organic products'

SOIL ASSOCIATION

60%
the number of global consumers influenced by protein claims on food and drink



ORANGE

Mr Fitzpatrick's Orange & Guava Cordial
A lip-smackingly juicy, modern take on orange squash, with a grown-up, tropical feel.
mrfitzpatricks.com





OLD FASHIONED

Johnnie Walker Old Fashioned Cocktail
Part of the spirit maker's new cocktail collection. A smoky sipper combining whisky, orange and bitters.
johnniewalker.com

ORGANIC

Pip Organic Apple Cherry Fizz
Made without sugar or additives, this family-friendly fizz is filled with organic apple, cherry and grape juice with sparkling water.
piporganic.com





Gimber Ginger, Lemon & Herb
A complex, satisfying organic ginger drink with a citrussy kick.
drinkgimber.com

P

PROSECCO

Bottega Spa Prosecco DOC 'il Vino Dei Poeti'

One of the best on the market. Revealing hints of orchard fruit on the nose, opening up with delicate fresh bubbles, and touches of acacia and peach.

bottegaspa.com



PORT

Sandeman Porto Tawny – 20-year-old

Rich, fulsome and indulgent. Develops a delicious bouquet of flavours in the mouth – from dried apricot, to honey and vanilla.

sandeman.com

eauYES

DRINKS BUYER MAGAZINE Must Try 2026

eauYES, the UK's first flavoured sparkling mineral water. Available in: Pineapple Coconut, Raspberry Lime, Lemon, Sour Apple, Pink Grapefruit, and Orange Blossom. Carefully crafted using unprocessed mineral water taken directly from source, the drinks are rich in naturally occurring minerals and electrolytes that support hydration and overall wellness. With no artificial processing or preservatives, the drinks contain no calories, no sugar and no sweeteners and are made with just two ingredients.

eauyeswater.com



914 million litres

- the amount of rum sold globally in 2025

Statista

Q

QUINCE

Wilkin & Sons English Quince Liqueur

This takes the underrated British orchard fruit to the next level. It's magic in fizz, or even drizzled over puddings.

tiptree.com



Bush Barn Farm Elderflower & Quince Cordial

Light, refreshing and delicate. Made with the farm's own elderflowers, picked in the height of early summer.

bushbarnfarm.co.uk



The **UK** is the **second** largest **export** market in the **world** for **Prosecco**

Prosecco DOC Consortium

$19.2 billion

- THE GLOBAL VALUE OF THE RUM MARKET

Statista

R

RUM

Diablesse Clementine Spiced Rum

A female-led rum brand redefining the category with its botanical infusions. Double distilled in the UK, this goes big on clementine, ginger, clove and vanilla.

diablesserum.co.uk





RASPBERRY

Lyme Bay Winery Mead – Raspberry Lemonade

A brand new low-alcohol sparkling mead, giving the maker's traditional fermented honey drink a tart new twist. Only 3.5% ABV.

lymebaywinery.co.uk

S

SUSTAINABLE

Loco Wines Prost! – White Pet-Net

A vibrant, fresh wine from Austria made from certified organic, biodynamic grapes. Brims with green apple and lemon.

locowines.co.uk





SOFT

Rich's Press Apple & Elderflower

Made on a family farm in Somerset, this new soft drink begins with 100% cold-pressed natural apple juice. Contains no added sugar.

richscider.co.uk

The Reset of Iced Coffee: The Roaster Advantage

Roaster-led coffee brand Lost Sheep is at the forefront of coffee's new era

As consumer expectations rise, roaster-led brands like Lost Sheep Coffee are transforming RTD coffee from a convenience category into one defined by quality, traceability and craft. Leading this shift, Lost Sheep is challenging the status quo with next-generation coffee built on higher quality and full transparency - driven by one key advantage: they are the coffee roasters...

The UK's RTD coffee sector is undergoing a quiet revolution. For years, the shelves have been dominated by sugary canned drinks made with low-grade instant coffee powder, offering convenience but little in the way of quality or transparency. Now, a new generation is rewriting the rules - and Lost Sheep Coffee is firmly at the forefront.

Founded by Stuart Wilson, Lost Sheep Coffee is challenging the status quo with products that bring craft coffee with full traceability into mainstream formats designed for everyday convenience. From pioneering RTD iced coffee cans to innovative coffee concentrates, the brand's mission is simple: make craft coffee accessible without compromising on quality.

"We've always believed that convenience shouldn't come at the expense of quality," says Wilson. "For too long, iced coffee cans have been built around cheap low-quality coffee, which results in high sugar content to hide the poor quality. We flip that model and make the coffee the star."







A new era for 'Third Wave' coffee

Over the past decade, the 'third wave' coffee movement has transformed the way people experience coffee out-of-home. Consumers have become accustomed to carefully sourced beans, lighter roasting styles, and barista-crafted drinks with clear origin stories.

Yet much of that quality has remained confined to coffee shops.

Lost Sheep Coffee aims to bridge that gap by translating craft coffee principles into formats that fit seamlessly into daily life.

"Our goal is to take everything people love about great coffee shops - the sourcing, the roasting, the flavour clarity - and make it available at home or on-the-go," Wilson explains. "You shouldn't need a £2,000 espresso machine or a trained barista to experience exceptional coffee."

By focusing on traceable beans, thoughtful roasting techniques and carefully balanced recipes, Lost Sheep is effectively bringing café-level coffee into everyday life.

The Coffee Roaster Advantage

One of Lost Sheep Coffee's biggest competitive advantages is that the company is, first and foremost, a coffee roaster. They understand coffee and how to craft it.

"As roasters, we have complete control over flavour" Wilson says. "We can adjust roasting techniques to optimise sweetness, balance and body in a way that simply isn't possible if you're using instant. or buying coffee from a third party."

Reinventing RTD iced coffee

The RTD iced coffee sector is evolving rapidly. As consumer expectations grow, the category is shifting away from overly sweet, low-quality drinks toward products that prioritise quality, transparency and functionality.

Lost Sheep Coffee is leaning heavily into that shift.

"The RTD category is maturing," says Wilson. "Consumers are becoming more aware of what's actually in their coffee, and they're demanding better ingredients and less sugar."

Lost Sheep's canned iced coffee range - including Iced Latte, Iced Caramel Latte and Iced Mocha - reflects this new generation of RTD products.

Unlike many mainstream offerings, the cans are built around craft coffee principles and offer full traceability from farm to can. Consumers can follow the journey of the beans from origin through roasting and production, providing a level of transparency rarely seen in the category.

The brand is also innovating in how it approaches sweetness. Rather than relying on large quantities of sugar or artificial sweeteners, Lost Sheep has developed roasting techniques designed to naturally enhance the

EXPERT VIEW

Changing Tastes

Stuart Wilson, founder of Lost Sheep Coffee

"The RTD category is maturing. Consumers are becoming more aware of what's actually in their coffee, and they're demanding better ingredients and less sugar.

"We believe people deserve to know where their coffee comes from. Traceability has been a cornerstone of craft coffee shops for years, but it hasn't really existed in the RTD space. We're changing that."



" We believe people deserve to know where their coffee comes from"

Lost Sheep Coffee



beans' inherent sweetness.

"As coffee roasters, we've been able to fine-tune roasting profiles that bring out natural caramel and chocolate notes," Wilson says. "That means we can create a satisfying iced coffee with minimal sugar and no sweeteners."

The result is a canned coffee range with significantly less sugar than most RTD competitors, without sacrificing flavour.

The rise of iced coffee concentrates

While canned iced coffee offers convenience on the go, another fast-growing trend is emerging in the at-home coffee market: espresso concentrates.

Often described as 'coffee squash', concentrates allow consumers to create café-style iced coffee by simply mixing a small amount of concentrated coffee with water or milk.

"What espresso concentrate offers is the opportunity to create café-style iced coffee in the comfort of your own home," Wilson explains. "There's no need for barista skills or expensive equipment – you just pour, mix and enjoy."

Lost Sheep's Pure Espresso and Caramel Concentrates stand apart from other brands in the market as they are espresso-strength, delivering a richer and more authentic coffee flavour, the beans are roasted in house, and most notably, the concentrates are the first in the UK to offer full farm-to-bottle traceability.

"Transparency is incredibly important to us," says Wilson. "With our concentrates, consumers can follow the coffee's journey every step of the way, from the farm where it was grown to the bottle in their fridge."

Craft coffee shops brought third wave coffee to the high streets. Now we're bringing it into people homes and into their hands 'on the go'. We're making fully traceable craft coffee more accessible to a new generation of coffee lovers, anywhere, anytime!

TOP PRODUCT



Lost Sheep Coffee Iced Latte

A Great Taste Award -winning blend of speciality coffee and milk that's satisfying and guilt-free.

lostsheepcoffee.com



WHAT'S NEXT?

Pioneering next-generation coffee

AS CONSUMER EXPECTATIONS CONTINUE TO EVOLVE, THE COFFEE MARKET IS ENTERING A NEW PHASE -AND LOST SHEEP COFFEE IS RIGHT AT THE FOREFRONT.

By combining the expertise of a craft coffee roaster with innovative product formats, the brand is pushing iced coffee into new territory.

"We're not just making another iced coffee can," Wilson says. "We're here to fulfil what people expect from coffee on the shelf."

If the category's current momentum is anything to go by, that ambition may well place Lost Sheep among the true pioneers of the next generation of coffee brands.

lostsheepcoffee.com/wholesale iced@lostsheepcoffee.com 01227 230 444

A Guide To Mid-strength Drinks

A whole new category is being carved out in the drinks industry, propelled by customer demand. *Drinks Buyer* reveals everything you need to know

More Brits than ever are either eschewing alcoholic drinks when they go out, 'zebra striping' (alternating with soft drinks) or 'bookending' (starting and finishing an evening with non-alcoholic drinks. The trend has filtered into retail, becoming more than just the odd bottle or can here and there in the drinks aisle, as brands continue to premiumise and expand their ranges.

What about mid-strength drinks though? If you haven't already heard the term, now's the time to familiarise yourself with it, because this new wave of products doesn't look like it's going anywhere.

Low and no alcohol specialist retailer and bar operator, Club Soda, has put its clout behind mid-strength drinks brands, launching The Mid-Strength Collective, recognising the ongoing importance of this trend, and commissioning research from KAM Insights to demonstrate its commercial appeal.

Data showed mid-strength drinks are being sought out more frequently as an alternative to full and alcohol-free options, with 50% of consumers saying they would prefer two mid-strength drinks over one full-strength when they're out. Of those surveyed, 13% said they choose to 'coast' their evenings, drinking only mid-strength products to reduce their overall alcohol consumption.

Laura Willoughby MBE, founder of Club Soda, says, "Ultimately, moderation does not have to be a binary choice between drinking and not drinking. The goal is to encourage a more intentional drinking culture – one where we pay attention to what we drink, not just when we choose to abstain from alcohol, but also when we choose to enjoy it.

Blake Gladman, strategy and insight director at KAM, said mid-strength isn't just another category, it's a movement. "Now is the time for businesses to adapt and lead the charge in shaping the future of mid-strength alcohol."



What are modern drinkers looking for in the lower alcohol space?

James Grundy, co-founder of Small Beer, attributes three words to consumer desires in the lower alcohol drinks market at the moment: quality, craftsmanship and balance. "There's a growing awareness that enjoying a drink shouldn't mean compromising on health, productivity or flavour," he thinks. "Mid-strength beer delivers that. It has far more character and satisfaction than many alcohol-free options, while still being light enough for a lunchtime service, an afternoon event, or an evening where you still want to be at your best and wake up with a clear head the following day."



How can retailers tap into the mid-strength trend?

"Telling the story through tastings, food pairings and in-store activations can help shift perceptions and spark curiosity," continues James. "The more that retailers embrace the category, the more it will thrive, and they will experience the benefits of this change in drinking behaviours within society."

By offering mid-strength options, "you're giving customers more reasons to purchase, and showing that you're ahead of the curve in meeting evolving tastes."



32%

said they'd spend more time in venues offering these options, increasing to **40%** amongst **25** to **34**-year-olds

Club Soda/KAM Insights

By offering mid-strength options you're giving customers more reasons to purchase, and showing that you're ahead of the curve in meeting evolving tastes

IN THE KNOW

WHAT ARE MID-STRENGTH DRINKS?

- Mid-strength beer is meant to be 3% to 3.8% ABV, but some are being launched below this
- Mid-strength wines sit at 3% to 9.5% ABV
- Mid-strength spirits come in at around 20% to 30% ABV



Crafted Perfection In Every Sip

Elevate your tasteful moments with Fitch & Leedes. Crafted by Adventure. Embracing the spirit of exploration and discovery

Proud Recipient of the 2025 Tonic & Mixer Masters Gold & Silver Awards

As consumers continue to crave the comfort of familiarity and tradition, 'nostalgia' has become one of the key trends weaving a thread through the food and drink industry.

The globally revered brand (rated best tonic in the world by Bombay Sapphire's global brand ambassador) is inspired by the adventures of esteemed London merchants Ralph Fitch and William Leedes, who embarked on their legendary voyage to India and the East in 1583, in pursuit of a world of new flavours. Their ship, De Tyger, is emblazoned on each can as a reminder that every sip of Fitch & Leedes is a journey, and an adventure made.

Across its range, Fitch & Leedes is trusted by mixologists and bartenders worldwide for its exceptional quality, blending legacy, innovation and passion. As the pouring partner for more than 130 leading spirits, the brand is renowned for crafting sophisticated drinks – from refreshingly effervescent tonics, to complex, bespoke mixers. Made with pristine, quadruple filtered water for purity, and infused with intricate fruity and botanical flavours, each infinitely recyclable can is impeccably balanced.

Grapefruit is one of the tastes of the moment, and a key ingredient of the popular Paloma cocktail. Fitch & Leedes' Grapefruit Tonic encapsulates those heady and complex notes for a perfect serve.

Delving further into the mystical world of mixology, Fitch & Leedes offer unique USPs. Simply Scan the QR Code found on every can – this allows the consumer or bartender to transform into a seasoned mixologist, as it offers cocktail recipes, mixology videos and pairing advice across the range.

Plus, in line with the growing consumer demand for sustainability, Fitch & Leedes is committed to only using infinitely recyclable cans, meaning no EPR glass disposal costs for on trade.

TOP PRODUCT



Fitch & Leedes Pink Tonic

Aromatic and refreshing with aromas of rose petal and cucumber.

fitchandleedes.co.uk



Fitch & Leedes
CRAFTED BY ADVENTURE

@fitchleedesUK
@BespokeBeveragesUK

BESPOKE BEVERAGES UK LTD

SCAN FOR MIXOLOGY RECIPES

T

TONIC

The London Essence Co Grapefruit & Rosemary

A distinctive tonic combining cold-pressed grapefruit oil with distilled rosemary essence. Gorgeous with gin.

londonessenceco.com





Double Dutch Drinks Pomegranate & Basil

A match made in heaven for Vermouth, Mezcal or Tequila. This is a unique and memorable combination.

doubledutchdrinks.com

TEQUILA

Tequila Enemigo 89 Anejo Cristalino

A rare, crystal clear tequila, aged in custom-made American oak barrels. Smooth, with hints of coconut and vanilla.

tequilaenemigo.com





TRADITIONAL

Cawston Press Ginger Beer

Sweetened with apple juice rather than sugar, this is naturally flavoured with two types of ginger extract for complexity.

cawstonpress.com



THE EVOLUTION OF TONIC WATER

Classic tonic water still dominates UK sales, making up around 60-70% of the market share. It's followed in popularity by elderflower tonic, Mediterranean tonic, citrus tonic, rhubarb tonic, berry tonic and botanical tonic.

DID YOU KNOW?

One of the oldest known soft drinks is a shrub. This is simply made by combining sweetened fruit vinegar with water. It's catching on again today with more and more bars in particular using shrubs in mixed drinks.

U

UNHOMOGENISED

Tom Parker Creamery Unhomogenised Whole Milk

Creamy and richly textured, this is produced using free-range West Country milk from farms within 40 miles of the Somerset creamery.

tomparkercreamery.com





The Estate Dairy Unhomogenised Organic Whole Milk

Rich, smooth, silky milk, sourced from cows that graze the Chew Valley in Somerset.

theestatedairy.com

V

VODKA

Nine Tines Premium English Vodka

Award-winning vodka, crafted on a family farm in North Yorkshire in small batches using the estate's own potatoes.

ninetines.co.uk





Connie Glaze Slow Sand-Filtered Vodka

Inspired by the Cornish coast, this unique vodka is filtered through golden Cornish sand at the craft distillery.

connieglazevodka.com

VERMOUTH

The London Vermouth Company No. 3 SE Dry

Made using wines predominantly sourced in the Southern UK, this is a sophisticated tipple.

londonvermouthcompany.com



VANILLA

Galliano Vanilla Liqueur

A unique liqueur rounding the distinct taste of vanilla off with anise, cardamom, lavender, peppermint and cinnamon.

galliano.com

VEGETABLE

Biona Organic Organic Vegetable Pressed Juice

Tomatoes, carrots, beetroot, lemons and cucumbers are pressed just after picking to retain their nutrients and flavour. Overflowing with goodness.

biona.co.uk



VEGAN

DevOATed Chocolate

The UK's first dairy-free flavoured milk made with 100% British-grown oats, founded on a Nottinghamshire farm. They're plastic-free, vegan and fortified.

devoated.co.uk

WHAT'S IN YOUR VODKA?

The most common ingredients for vodka globally are either wheat or potatoes – but what's the difference?

Potato:

- Creamier
- Fuller bodied
- Sweeter
- Richer
- Ideal for sipping

Wheat:

- Cleaner-tasting
- Crisp
- Smoother
- Lends itself better to cocktails



DRINKS BUYER MAGAZINE Must Try 2026

Loco Wines

Session Fizz is Loco Wine's organic sparkling wine from Penedès, Spain, made from Chardonnay and Xarel·lo. Crisp and refreshing, with bright citrus and delicate elderflower notes, it delivers a subtle Hugo Spritz-style lift. Packed in a 250ml aluminium can, it's perfect for grab-and-go moments and modern drinking occasions.
locowines.co.uk

'Providing customers with a sense of discovery is a vital part of being a fine food retailer, and there is so much to discover when it comes to wine. While it's no secret that European classics like Bordeaux, Burgundy, Cava and Port will always sell consistently well – they're classics that people know and trust – it's also important to introduce people to new things'

NEIL MCANDREW, WINE EXPERT



W

WATER

EauYES Sour Apple
The first flavoured sparkling mineral water in the UK in a tangy Sour Apple flavour. Naturally enriched with minerals and electrolytes. Sugar-free.
eauyeswater.com



WATER KEFIR

PiQi Life Water Kefir – Butterfly Pea
A raw, living fermented drink made with water, organic sugar and friendly bacteria. Packed with probiotics, vitamins and enzymes.
piqilife.com



WHISKY

Doghouse Distillery Debt Collector Corn Whisky
Made from grain to bottle at Doghouse Distillery in Battersea. London's first American-style corn whisky made with a traditional bourbon production method.
doghousedistillery.com





Wight Whisky Signature Malt Blend
Blended on the Isle of Wight, this whisky brings light oak and dried fruits to the glass, ending on creamy honey. A winner of many major drinks awards.
wightwhisky.com

WINE

Ark Wines Bacchus
Aged in oak barrels for 12 months for dry, aromatic notes of apple, gooseberry, mango and nettle with subtle vanilla richness.
arkwines.co.uk



The UK tequila market is expected to reach **$505.5M** by 2030



DID YOU KNOW?

Tonic water was first made by Schweppes in 1870, infused with quinine to help protect British troops overseas against malaria

X FACTOR



Bloody Bens Bloody Mary Mix
Contains 22 ingredients to make the ultimate Bloody Mary, Virgin Mary or other mixer. Trusted by top bars and restaurants UK-wide for quality.
bloodybens.com

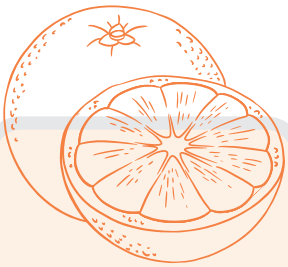


Rythmik Cocktails Maple Old Fashioned
A smooth cocktail that melds premium Woodford Reserve bourbon with Grade A maple syrup for a touch of finesse. A QR shares a curated playlist for the drink too.
rhthmik.co.uk



Eden Mill Love Gin
Perfect for key gifting occasions, this delightful Scottish-made pink gin is infused with local berries and rhubarb, enhanced with rose petals.
edenmill.com

Volumes of the total no-alcohol market are expected to grow at CAGR of +7% between 2024 and 2028
IWSR



QUIRKY CITRUS FRUITS

The next big thing in drink could, say insiders, come from the citrus fruits family – including:

Finger Lime
Buddha's Hand
Bergamot
Pomelo
Kaffir Lime
Calamansi
Sudachi



WHAT IS YUZU?

Hailing from East Asia, yuzu is prized for its flavour, which is somewhere between mandarin, lemon and grapefruit. It's the size of a small orange and has thick, bumpy yellow skin. The fruit contains lots of seeds and not a great deal of juice compared to other citrus, which is why it's considered more of a luxury ingredient in food and drink

'Kefir contains specific strains of bacteria which can colonise the gut and ferment fibre, producing short chain fatty acids (SCFA) as a byproduct. SCFA have numerous health benefits, impacting immunity and hunger hormones, supporting metabolism and production of neurotransmitters such as GABA and seratonin (our happy hormone)'

NUTRITIONAL THERAPIST, LUCIA STANSBIE



Y

YUZU

JARR Peach Yuzu
Premium organic sparkling kombucha balancing sweet peach with the zingy lift of yuzu.
jarrkombucha.com





Franklin & Sons Yuzu Soda
New for the brand, this soda is crafted around fresh yuzu juice, stirred into fresh, carbonated Lake District water.
franklinandsons.co.uk

YOGHURT

Yeo Valley Kefir - Blueberry
A lush drink to enjoy at breakfast (or any other time of day), made with real blueberries and nutrient-packed kefir.
yeovalley.co.uk





The Collective Suckies – Peach & Apricot
Made with British milk and 100% natural. This yoghurt drink packs in real fruit, Vitamin D and live cultures. It's also super smooth.
thecollectivedairy.com

Z

ZERO

Chill Spritz Balance Drink – Dark Peach
With lush peach notes and a soft, rounded finish, this is zero-alcohol, zero-sugar and zero-calorie.
chillspritz.co.uk





Botivo
An intensely refreshing non-alcoholic aperitivo with a bittersweet backbone, herbal notes and a tang of citrus.
botivodrinks.com

A Sip of Sunshine

Refreshingly modern, Wight Whisky will transport you to a truly unique isle



Since its inception in the summer of 2024, Wight Whisky has been winning plaudits across the sector for its spirits which offer a delicious taste of the sunshine isle. Cresting the wave of the English whisky boom, co-founder Lucy Gregg spotted a gap in the market for a whisky which hailed from the Isle of Wight – a location revered as much for its produce as its natural beauty.

Locally-sourced barley is at the heart of this one-of-a-kind whisky brand. Kissed by salty sea air and the island's iconic sunshine levels, the region's unique microclimate imparts a flavour which truly showcases its terroir.

Wight Whisky's first release is a blended whisky, with Isle of Wight Single Malt at its core and produced in collaboration with fellow premium distillers from across the UK to create the ultimate blended whisky.

Awards from the Great British Food Awards, Great Taste Awards and three from the World Whisky Awards (including Best English Blended Whisky) swiftly followed the product's launch– and no wonder.

Smooth and creamy, with notes of oak, dried fruit and honey, it is easy to drink and thoroughly modern – and as delicious served long in cocktails as it is on the rocks.

The superlative Single Malt showcased in the blend is set for release in 2027.

TOP PRODUCT



Wight Whisky Signature Malt Blend

Characterful and creamy with notes of dried fruit, oak and honey.

wightwhisky.com

Wight Whisky's first release is a blended whisky, with Isle of Wight Single Malt at its heart



NOW OPEN

A celebration of the UK's finest food and drink - from artisanal cheese and meat to premium drinks and preserves, we showcase Britain's deliciously diverse menu.

Great British FOOD AWARDS 2026








Judges

Judged by renowned chefs and industry experts.






Have your products crowned the best in Britain by the likes of **Michel Roux Jr.**, **Theo Randall**, **Sally Abé** or **Olly Smith**.

greatbritishfoodawards.com