NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK

2024

# DRINKS BUYER

MAGAZINE

From the publishers of SPECIALITY FOOD

AN ORKNEY ISLAND SPIRITS ADVENTURE AWAITS

DEERNESS DISTILLERY
CRAFTED IN ORKNEY

GIN-VODKA-COFFEELIQUEUR




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# WELCOME TO DRINKS BUYER



Welcome to the 2024 edition of Drinks Buyer. It's a hugely exciting time for this sector, across multiple categories. In the space of just 12 months we've witnessed a serious amount of change. Where gin led the charge in the spirits arena (and continues to deliver strong results) there are now some brilliant new British rums and vodkas coming through, alongside premium tequilas and mezcals which meet the growing demand for Mexican drinks from consumers.

Mead and honey-based drinks have been a surprising addition to the drinks world, with lots of cool NPD devoted to the ancient tipple.

And HFSS regulations, coupled with fears over ultra-processed products, and a leaning towards functional, adaptogenic ingredients, have spawned a phenomenal amount of innovation...with gut-friendly being the 'buzz phrase' of the year in soft drinks.

Within our A to Z, we guide you through the 'need to know' products you should be stocking for success. We hope you find it inspirational and enlightening.

**CHARLOTTE SMITH-JARVIS** | EDITOR (MATERNITY COVER)

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## A ACV

Apple cider vinegar is fast catching up with kombucha as one of the coolest ways to boost wellbeing on the drinks market. Said to help reduce sugar spikes, and aid gut health and indigestion, there's a whole new generation of products taking ACV out of the health food store setting, and into the mainstream. Most of what's on the market fits in with HFSS regulations too – ideal for your grab-and-go fridge, cafe or restaurant.

**ACTIVATE APEAL WORLD**
A refreshingly natural way to help boost digestion. Infused with apple cider vinegar, lemon and mint.
**acvdrink.com**







**BERRY HOP JITTERBUG**
An ACV seltzer made with real raspberries, hops, a splash of apple cider vinegar, distilled botanicals and sparkling water. Contains no added sugar, and only 50 calories per can.
**jitterbug.life**

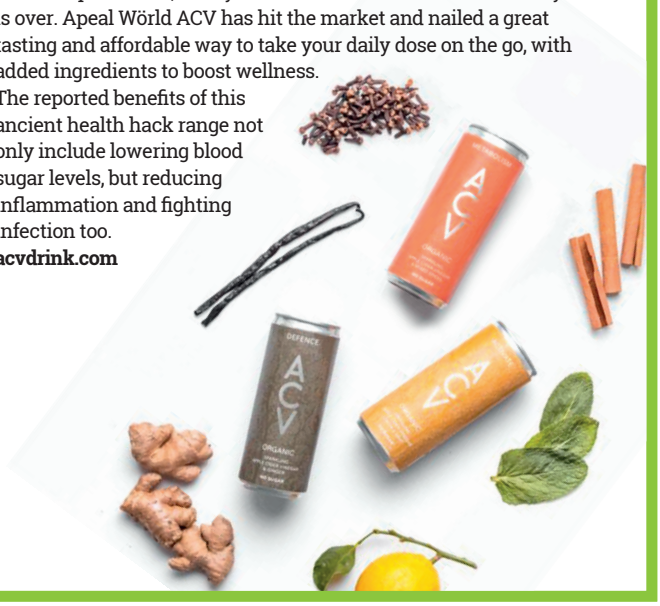
**SWITCHEL WILLY'S ACV**
A grown-up alternative to alcohol, this sparkling apple kombucha with ACV is made using apples grown, harvested and fermented by the Willy's team.
**willysacv.com**




## PRODUCER SPOTLIGHT

# APEAL WÖRLD

Influencers and alternative health gurus are endorsing one of our most prescient revelations, The Glucose Hack. With a regulated diet, we can all benefit from monitoring our glucose levels. Put simply, taking acetic acid (ACV) before carb heavy meals can help reduce sugar spikes - those mid-afternoon fogs that send you into the spirit world, barely able to return to earth before the day is over. Apeal Wörld ACV has hit the market and nailed a great tasting and affordable way to take your daily dose on the go, with added ingredients to boost wellness.
The reported benefits of this ancient health hack range not only include lowering blood sugar levels, but reducing inflammation and fighting infection too.
**acvdrink.com**




## THE **LOW** AND **NO ALCOHOL** MARKET IN THE **UK** GREW BY **11.2%** IN **2023**

**MINTEL**

## ALCOHOL-FREE

**Gen Z are increasingly moderating their alcohol intake. This, coupled with the growing desire nationwide to improve our health, has seen a lot of movement in the alcohol-free drinks sector, with new mocktails and intriguing non-alcoholic spirits being launched on a regular basis. For the 'sober curious' host discovery days in store to demonstrate how these products taste, and can be used.**



**CLEAN G RHUBARB CLEAN CO**
A fresh-tasting non-alcoholic gin with a tangy, sweet profile, made with botanicals, red berries and rhubarb. A gold winner at the IWSCs.
**clean.co**

**MALT ABBEY KAHOL SPIRITS**
A complex alcohol-free alternative to peated whisky. Smooth and mellow, with notes of pear, vanilla, coconut and leather. Aged in oak.
**kaholspirits.com**







**MYTH COCONUT WHITE CANE MYTH DRINKS**
An IWSC gold winning non-alcoholic alternative to boozy coconut spirits. Naturally flavoured with coconut, and with almost caramelly, peachy notes.
**mythdrinks.co.uk**

## B BOTANICAL RUM

This is the way new rums are headed, say industry insiders. Inspired by the marketing of gin, which characterises itself by its wild, mystical botanicals, spirits brands have been innovating behind closed doors, weaving homegrown and locally foraged ingredients into their blends. Incorporating aromatic grasses and herbs, to flowers and roots – rum is being taken to the next level.




**MAPMAKER'S COASTAL SPICED RUM DUNNET BAY DISTILLERS**
Twice distilled house rum blended with Caribbean rum, Loch Calder water, and local lemon verbena, scurvy grass, sea kelp and Scottish sea salt.
**dunnetbaydistillers.co.uk**

**BORA BOTANICAL RUM PENRYN SPIRITS**
A modern take on Caribbean spiced rum with a Cornish botanical twist using ingredients grown in surrounding fields and British orchards, including plum, quince, bay and nettle.
**penrynspirits.com**







**GLASHTYN SPICED MANX RUM THE FYNODEREE DISTILLERY**
Distilled from organic, unrefined organic Colombian cane sugar from sustainable sources, this rum features Madagascan vanilla, and foraged Manx Alexander seeds.
**fynoderee.com**

## CIDER

Cider really is having its day, with craft makers going back to the drink's roots and celebrating its heritage origins, choosing apples and fermentation methods that give a nod to this farmhouse tipple. Look for ciders that use British apples. A crisp and perfect match for all cheeses.

**APPLE CIDER**
**TWO FARMERS**
From the makers of some of the UK's most eco-friendly crisps comes a duo of traditional ciders, crafted in partnership with a local expert, using local apples.
**twofarmers.co.uk**







**RECIPE NO 4**
**NAPTON CIDERY**
A slightly sparkling, bold, sweet cider from the award-winning brand. Made naturally, using slow fermentation and wild yeasts, with British apples from unsprayed orchards.
**naptoncidery.co.uk**

**THE NEXT BIG THING**
**OLIVER'S FINE CIDER**
Oliver's is regarded as one of the best in the biz when it comes to traditional cider. This sweet, keeved variety is likened to 'drinking liquid apples'. Ideal for summer picnics.
**oliversciderandperry.co.uk**




THE **CRAFTED** CIDER **MARKET** DOMINATES **GROWTH** IN THE CATEGORY, UP BY **12.2%** IN **2024**

**WESTONS CIDER REPORT**

## COFFEE SPIRITS

**The rise in popularity of the Espresso Martini has led to a boom in coffee-based spirits, from rum and vodka, even through to tequila. The very best have steeped the base with the coffee for a long time, to extract the beans' heady aroma.**




**ORCADIAN MOON COFFEE LIQUEUR**
**DEERNESS DISTILLERY**
An award-winning blend of coffee and rum, infused with a hint of vanilla, with alluring undertones of chocolate and caramel.
**deernessdistillery.com**

**ORIGINAL**
**CAFE SOLO**
Made in the UK. A cold brew, vodka-based liqueur with robust notes of dark fruit, chocolate and vanilla, and a subtle, sweet finish.
**cafesolo.co.uk**






**ESPRESSO MARTINI**
**WILD KNIGHT**
An IWSC medal winner, combining the brand's single-origin speciality cold brew coffee with its own vodka and Indonesian vanilla pods.
**wildknightdistillery.co.uk**

## CRAFT BEER

**This movement shows no signs of slowing down, with insiders saying beer lovers are drawn to three things – the maker (some have cult followings), can design, and interesting flavours, inspired by what's trickling in from the States and Belgium. NEPIAs, DIPAs and porters and stouts are hitting the spot.**



## DAIRY

From boozy, creamy liqueurs (always a hit in the festive season) to thick, luscious milkshakes – there's something for everyone in this category. Look for real dairy, with provenance, and products with short ingredient lists.




**WHITE CHOCOLATE MILKSHAKE**
**THE REAL MILKSHAKE COMPANY**
Made in Devon using fresh local milk. A rich, creamy drink for everyone to enjoy. The cartons contain 70% less plastic than standard milkshakes and are 100% recyclable.
**realmilkshakecompany.co.uk**




**SALTED CARAMEL MILKSHAKE**
**SHAKEN UDDER**
Made using ethically-sourced milk and with less than 5% added sugar and no artificial preservatives or flavours. Shaken Udder also comes in a fully recyclable bottle.
**shakenudder.com**




**COOLE SWAN IRISH CREAM LIQUEUR**
A silky smooth, irresistible blend of Irish whiskey, fresh cream and Belgian white chocolate, made in County Cavan. Delicious over ice or mixed into sophisticated cocktails.
**cooleswan.com**

# A BREW FOR EVERY OCCASION

## Cottage Delight's beer and cider range, The Bottle Shop, really has something for everyone

Cottage Delight is known for its attention to detail and quality in the preserves and sauces arena. This passion for delivering the best to its loyal customers also extends to its lines of beers and ciders, made for the brand by experts, and introduced under a new label – The Bottle Shop – in 2024.

Through The Bottle Shop, Cottage Delight is able to truly offer something for everyone on the drinks aisle. Best sellers, particularly around key gifting occasions such as Father's Day and Christmas, can be found in the Comedy range - light, golden and ruby ales and lagers popularised by a series of 'Old Fart' characters. These are joined by the Timeless Traditional range of golden pale ale, amber ale and classic light pale ale. With multiple gifting options available, including three pack sets, and regular promotions, they fly off the shelves, says the producer.




They're not though, just for laughs. What's in the bottle matters, with each craft beer brewed in small batches just down the road from Cottage Delight's HQ.

A key area of growth within The Bottle Shop this year has been its cider, with a variety of new fruity flavours added to the existing line-up of Cloudy Apple, Orchard Apple and Vintage Apple in response to consumer demand. All made in Hertfordshire using local apples, newcomers include Lime & Raspberry and Mango, as well as cocktail-inspired varieties ideal for parties – Cosmopolitan Cider, Pornstar Martini Cider and Mango Daiquiri Cider. These too are available in gifting packs.

With Christmas buying in full swing, The Bottle Shop is already taking orders for its character-led beers (from North Pole to Grumpy Santa), and has introduced two three-packs of warming winter ciders, offering flavours such as Cranberry & Orange, Black Raspberry, Black Cherry & Cinnamon, Spiced Rum, Hot Toddy and Amaretto.




> "What's in the bottle matters, with each craft beer brewed in small batches just down the road"



## ENGLISH FIZZ

A milder climate in the UK is contributing to the nation's winemaking boom, with even French producers setting their sights now on English estates. English sparkling wine, particularly those from the Crouch Valley in Essex, Surrey Hills, and Kent, are picking up awards and matching (or even rivalling) classic bottles from the continent. Consumers, too, are keen to try them.

**BLANC DE BLANCS RIDGEVIEW**
Produced with grapes from a year known as 'England's miracle vintage' this limited release wine was served at King Charles' first state banquet. Ripe with honeysuckle, hints of honey, brioche, apricot and biscuit.
**ridgeview.co.uk**



**CLASSIC RESERVE NV HATTINGLEY VALLEY**
A unique English blend left on the lees for four years of bottle ageing. A complex, delicious drop with aromas of orange peel, nougat and baked brioche.
**hattingleyvalley.co.uk**



**WHITEDOWNS ROSE BRUT DENBIES**
From the UK's first Net Zero wine producer. A pale pink traditional method sparkling rose, with fresh hints of fruit and a smooth mousse.
**denbies.co.uk**



## PRODUCER SPOTLIGHT

# DAYMER BAY

Daymer Bay produces premium and artisanal-tasting premium soft drinks in a pure and natural way.

Its juices are primarily 'not from concentrate' and available in nine flavours - from pure Orange & Apple juice, to a light and refreshing range of still lemonades.

Its latest offering is a premium fully recyclable 250ml glass bottle Mocktail range, available in Pina Colada, Mojito, Passionfruit Martini and Strawberry Daiquiri. Packed with fantastic flavours, this range is also inspired by the beauty of the North Cornish coastline.
**daymerbaydrinks.co.uk**




> More drinks now than ever are consumed for their 'function', as opposed to flavour
>
> **URVASHI AGARWAL, JP'S ORIGINALS**

## FUNCTIONAL

**'Functional' is a buzz word in food and drink right now. From CBD, to stress-relieving ashwagandha, and added collagen, fibre or vitamins – consumers are being enticed by products that claim to help them on their journey to better sleep, health, mood and concentration levels.**




**SPARKLING RASPBERRY JAMU WILD WATER**
Sugar free, and made without artificial sweeteners, this refreshing drink is enhanced with natural fruit, gut-friendly prebiotic plant fibre, and immune-boosting British botanicals.
**jamuwildwater.co.uk**

**IMMUNE BOOSTING TWISTED LEMONADE GUNNA DRINKS**
At only 66 calories, this Mojito-style soft drink has a really bright zesty flavour, with hits of citrus, African mint and ginger. It's made with real fruit, and added Vitamin C and zinc.
**gunnadrinks.com**






**NIGHTCAP THREE SPIRIT**
An award-winning elixir crafted from tree saps and aromatic plants designed to help drinkers feel calmer and more dreamy in the evenings. Ethically sourced and sustainably packaged.
**threespiritdrinks.com**

## GUT-FRIENDLY

With every year that passes, more is discovered about the remarkable powers of our gut, which has been shown to drive immunity, mental health and much more. Gut-friendly drinks with cultures that boost our 'good bacteria' or added fibre to feed the organisms in our digestive system, are a massive area of growth right now..




**GUT LOVIN' SODA - COLA HIP POP**
Each tasty can of Hip Pop is all natural, low in calories and sugar, and free from sweeteners. This soda also contains live cultures and a quarter of your daily recommended amount of fibre.
**drinkhippop.com**

**LEMON & GINGER LIVING THINGS**
A high-fibre, low-calorie soda bursting with 2 billion live cultures to foster the good bacteria in your gut.
**drinklivingthings.com**







**LIVING SODA - CHERRY VANILLA FHIRST**
A delicious almost cherry pie-flavoured drink with no added sugar or sweeteners. Its 2 billion living cultures and 5g of prebiotic fibre in every can help support gut health.
**fhirst.com**

# MEET THE COFFEE PIONEERS

## Aussie style coffee brand, Lost Sheep Coffee, is making 'farm to can' traceability a reality




Lost Sheep Coffee isn't just a speciality coffee business. It's a brand on a mission to take speciality coffee to the mainstream, making it more accessible to a new generation of coffee lovers.

The brand isn't doing this by sitting still. It's shaking up the RTD coffee category with the UK's first fully traceable ready to drink canned coffee range; speciality grade, barista quality milk-based coffee that can be traced from farm to can.

Stuart Wilson, founder of Lost Sheep Coffee says, "RTD coffee is buzzing, yet right now in the UK there isn't another brand using 'farm to can' traceable, speciality grade beans in a ready to drink milk-based coffee format.

"We're the first to do this, making fully traceable, speciality grade coffee more accessible.

"Many other ready to drink coffee products on the market use instant coffee as an ingredient, but ours uses speciality grade coffee beans, which are the highest grade you can get in the world."

Lost Sheep Coffee Iced Latte and Iced Mocha ready to drink cans are made using the brand's award-winning Get To The Hopper speciality grade coffee, a perfect blend of beans from Paranaiba in Brazil and Huila in Colombia (rated Grade 1a on the coffee industry's standardised scale of one to five) which are hand-roasted at the brand's dedicated roastery in Whitstable to create a super smooth, chocolatey caramel blend.

Wilson continues, "This level of traceability is unique in the ready to drink market, meaning we're perfectly positioned to turn the category on its head with a speciality grade product that is completely new, as well as being cost-competitive.

"As a business, we're passionate about making the finest, ethically sourced coffee that tells a unique story. We work hard to source coffee beans directly where possible from family farms, and all the farmers we work with are paid fairly and up to four times more than standard Fair Trade coffee prices. This level of transparency is crucial to the coffees we create."


BARBOSA FAMILY FARM



## HEALTH

Health is key in the soft drinks market currently. Whether that be products that are low in sugar or completely natural, or those with added benefits for the body. There are inroads being made especially in women's health when it comes to this category, with inclusions and infusions of ingredients such as ashwagandha to support menopause symptoms, and collagen, to boost the appearance of skin, hair and nails. Added vitamin and mineral claims on packs also appeal to gym-goers and sportspeople.

**MANGO VIOLET DR FUNK**
No sugar, no calories and seven added essential vitamins and and minerals find their way into this lightly sparkling drink. It includes magnesium too .
**drfunk.co.uk**




**RASPBERRY & ACAI REVIBED**
A sugar-free drink infused with raspberry and acai berries, green tea, and calming ashwagandha extract. Only five calories per serving.
**revibeddrinks.com**




**ELDERFLOWER MINT MINDFUL BLEND TRIP**
A new way to unwind. Flavoured with sweet elderflower and a hint of mint, this drink is designed to foster a sense of calmness, with 15mg of CBD in every can.
**tripdrinks.co.uk**




## HONEY

Mead is making a comeback in a big way. At shows in 2024 we've seen a real resurgence in this traditional honey-based drink, which is being used as a foundation for some truly distinctive, delicious products – particularly RTD cans of sparkling mead, which have similar characteristics to a German weissbeer, being floral, slightly sweet and complex.

**CALLUNA BEMUSE DRINKS**
A naturally fermented effervescent honey wine made with raw Scottish heather honey, tarragon, Thai basil and Cascade hops. Earthy and herbaceous with a tangy finish.
**bemusedrinks.com**



**SPARKLING MEAD HONEY & ELDERFLOWER HIVE MIND**
Hive Mind's own honey merges with elderflower, fermented naturally to create a refreshing sparkling drink. They call it a drop of late spring sunshine in a can.
**hivemindmead.com**



**ROSE SPARKLING MEAD NORTHUMBERLAND HONEY CO**
An off-dry, smooth and delicate sparkling mead, made with hibiscus flowers which lend the finished drink a beautiful natural rose colour and botanical flavour. Made with summer honey from the 2017 harvest.
**northumberlandhoney.co.uk**




## INTERNATIONAL FLAVOURS

**We live in an age of discovery and travel. The interconnection of cultures through journeys to foreign climes and social media has fast tracked consumer demand for food and drink that reminds them of that holiday, or takes them to another place. While 'offbeat' drinks might not be your shelf staples, it's worth having a few distinctive, talking point bottles at the ready for customers who crave something different. From lychee liqueurs and sake for noodle night, to rich American bourbons for barbecues, and Mexican spirits for taco parties.**




**LIMONCELLO CREMA LIMONCELLO DI CAPRI**
Artisanal, sweet, 100% natural limoncello, crafted from PGI Sorrento Lemon peels, is swirled into a creamy, intense drink that can be enjoyed over ice, on ice cream and sorbet, or baked into desserts.
**limoncello.com**

**YUZU KIYOKO**
An exceptional aperitif, made on the Japanese island of Honshu with freshly squeezed yuzu, picked by hand and chosen for its tart, citrussy, blossom notes. A real treat.
**uisuki.com**






**LICOR DE ELOTE NIXTA**
For the Mexican food lovers who hate tequila and mezcal. This corn liqueur is made in Mexico, using an ancient technique which releases its toasted, nutty, caramel and vanilla notes. Serve like a bourbon.
**nixtorliquor.com**

## JUICE

Consumers want two things. Classic fresh juices (such as apple and orange) with no added nasties, and new flavours that will expand their tastebuds – think mango, lychee, mandarin, yuzu and more. Sustainable British brands made with homegrown fruit are winners, especially if sold in recyclable aluminium cans. When selecting apple juice look out for varieties pressed direct on the farm where the fruits are grown, and for single heritage bottles.



**OLD FASHIONED PINK LEMONADE FOLKINGTON'S JUICES**
A zingy, tart, super juicy still lemonade made with fine Sicilian lemons, grown for the brand by co-operatives near Palermo and pressed within 48 hours of harvesting. Pinked up with British raspberry juice.
**folkingtons.com**

**COX & BRAMLEY APPLE JUICE MAYNARD HOUSE**
Made with one of the nation's favourite eating apples, with tartness from a classic cooker, both grown on the family orchard. A rich, tasty, easy to drink juice.
**maynardhouse.co.uk**







**JUIST – STILL APPLE JUICE MCALISTER'S**
A new launch for 2024 that really is what it says on the can – just juice. Made using apples from the fourth generation McAlister family farm and no added water or sugar. A pure expression of the taste of just-picked apples.
**nationwideproduce.com**

# POPPING WITH PERSONALITY

## Hip Pop's gut-friendly drinks put the fun into functional



In the heart of Manchester, beneath the hustle and bustle of Picadilly Station, a quiet revolution is afoot.

It's here that the gut-friendly gurus of the UK's fastest-growing soft drinks brand, Hip Pop, work their magic in the craft brewery.

The close-knit team say they want to be a 'force for good' in the industry, conjuring a range of four functional, low-calorie, no-added-sweetener, HFSS-compliant drinks in flavours that resonate with both traditionalists, and a new wave of shoppers seeking something a little out of the ordinary.

Leading the Hip Hop gang are founders Emma Thackray (affectionately known as the 'fermentation queen'), and Kenny Goodman.

While living in the USA, Emma discovered the wonderful world of fermented food and drink, locking herself away in the kitchen to mindfully whip up her own wild and wonderful kombuchas.

Back in the UK, friends and family (including Kenny, who found her kombucha a revelation for his IBS symptoms), encouraged Emma to take her bubbly concoctions to the masses.

And so, Hip Pop was born. And along with it, a generation of fledgling kombucha lovers across Greater Manchester, who followed Emma and Kenny on their journey from market to market to get their fizzy fix.

Investment in a subscription model during the pandemic triggered phenomenal growth for the brand, which is now one of the best-loved, and most recognised in the speciality soft drinks market.

Hip Pop's four lines are designed to be enjoyed by everyone, and include Kombucha and CBD Kombucha (both free from sweeteners, with no added sugar), Living Soda and Gut Lovin' Soda (with a quarter of your daily recommended amount of fibre and live cultures). Flavours across the ranges include classic Lemonade or Cola, and uber-trendy Pink Grapefruit.

Are you ready to put the 'hip' into your line of 'pop'? Get in touch to find out more.

Hip Pop works with specialist wholesalers Suma, CN Foods, CLF, Diverse Fine Foods, Delicious Ideas, Youings, Bartons, WDS Group and Cafe Deli.



## KOMBUCHA

The drink that livened up the gut-friendly category. Kombucha is everywhere now and is recognisable to consumers, who've been reading and listening about it for quite some time. The best have a gently fizzy, aromatic, slightly tart (but not vinegary) flavour. And many brands are honing in on their selection of tea, which brings even more delicacy to the glass. It's becoming a go-to low sugar alcohol free alternative for many.

**PEACH & TURMERIC SUMA**
An organic kombucha made with green tea, turmeric and ginseng. Craft brewed and traditionally fermented with only natural ingredients.
**suma-store.coop**







**CITRUS HOPS LA BREWERY**
This is a great 'entry level' kombucha with a delicately sweet taste, a punch of citrus, and almost floral notes from the hops. A nice one for 'newbies' to the drink to try.
**labrewery.co.uk**

**ELEVATED ELIXIR OICHI**
Launched this April, Elevated Elixir is a luxurious, handcrafted kombucha, made in small batches and combining white grape, verbena, hops and citrus for an elegant finish.
**oichidrinks.co.uk**



> "As well as being beneficial to gut health, kombucha has similar benefits to green tea meaning it can improve cholesterol levels and help with blood sugar control"
>
> **KYLE CROWLEY, PROTEIN WORKS**

## KEFIR

**First came kombucha – then came kefir. Consumers are already clued up on gut-friendly dairy, with cultured yoghurt and milk shots a regular weekly purchase for many health-conscious households. And flocks of them are now making the switch to this product, made by fermenting milk with kefir grains. It has a slightly sour, fizzy taste that's hugely enhanced by the addition of fresh fruit.**



**WATER KEFIR PINK GRAPEFRUIT & LIME AGUA DE MADRE**
A fermented, carbonated drink made using water kefir grains, sugar and water, fermented together for 24-48 hours. A delicious, light drink that contributes to a nutritious diet.
**aguademadre.co.uk**

**BLUEBERRY KEFIR BIOKEF**
Only 100% organic, sustainable Jersey dairy from the West Country makes it into this natural kefir, which is packed with blueberry puree and a dash of honey.
**biokef.com**







**FRESH KEFIR STRAWBERRY THE DORSET DAIRY CO**
Semi-skimmed milk from the farm is stirred with live kefir cultures and 15% fresh strawberry puree for a silky textured drink that's good for your gut.
**thedorsetdairyco.com**

**PRODUCER** SPOTLIGHT

## NUANCIENT

Launched in 2023, functional food and drink brand, NuAncient, draws upon unique natural ingredients renowned for their health-boosting properties, while formulating its recipes. The brand's first product, Chachu kombucha (chachu meaning 'ferment' in Swahili), is unlike any other on the market. The process begins by fermenting the finest purple tea from Kenya, chosen for being a powerhouse of antioxidants. This is then blended with several varieties of sea moss, adding natural jackfruit and spirulina, for two distinct flavours to support customers' wellbeing. Sea moss, in particular, has long been used in ancient remedies to soothe respiratory and digestive ailments, and joint and skin problems, with reported anti-bacterial and anti-inflammatory properties. In a market where 'functionality is king', NuAncient sets itself apart.
**Contact halle343@gmx.com for details.**




## LIQUEUR

No drinks cabinet is complete without a few bottles of liqueur. We've seen some very exciting products enter this category, from traditional fruit-infused spirits to others made with peanut butter, honey, botanicals...and even classic sweets. Consumers are looking for liqueurs they can drop into prosecco or Champagne for an interesting pre-dinner drink, and for unusual, delicious flavours to incorporate into cocktails.



**SHANKY'S WHIP LIQUEUR SHANKY'S WHIP**
A silky, dark drink combining Irish whiskey and black liqueur with the taste of cream, vanilla and caramel. Rich, versatile and rounded.
**shop-uk.shankyswhip.com**




**SWEET POTATO PINK MOONSHINE THE SWEET POTATO SPIRITS COMPANY**
A really fun liqueur blending the nostalgic taste of fluffy vanilla with smooth sweet potato spirit. An absolute treat poured into fizz.
**thesweetpotatospiritcompany.com**



**PEACH MOONSHINE O'DONNELL MOONSHINE**
Poured into attractive glass jars, this new flavour from the brand is packed with real peach juice and elevated with citrus notes. A wicked-good base for summer cocktails.
**odonnellmoonshine.co.uk**

# DELICOUSLY NATURAL

## Suma's ever growing range of kombuchas are striking a chord with consumers

Shoppers, particularly Millennials and Gen Z, 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 across the globe.

Cue Suma, and its 100% natural, lightly effervescent, traditionally craft brewed organic kombuchas, made without artificial sweeteners, and coming in at around 40 calories per can. The range, launched last year (with plenty of awards in the cabinet already) is a natural fit for the wholesaler, which takes a great deal of care and pride in delivering the very best to its customers. Food and drink that tastes delicious, and is made by people who genuinely care about protecting the planet.

Earlier this year Suma's bestselling original kombucha flavours (Ginger, Strawberry & Raspberry and Peach & Turmeric) were joined by Elderflower & Lemon, and Lychee & Lemongrass. And the team was excited to recently launch Cola, taking the earthy, intriguing, but familiar taste everyone knows and loves, and combining it with the tangy, fizzy essence of kombucha. "It feels a bit more refreshing and invigorating," Sophie Ziegler-Jones of Suma says. "And, of course, we haven't added any artificial sweeteners, so it's a very nice alternative." Feedback for the line has been "incredible".

> "The market for kombucha is very buoyant at the moment, and we think it's still in its infancy"

"The market for kombucha is very buoyant at the moment, and we think it's still in its infancy, with plenty of growth predicted," Sophie adds. "It's everything people are looking for right now in soft drinks, and we're delighted with how successful it's been."

Making kombucha accessible for as many people as possible has been critical, Sophie says, with the RRP set competitively. "That was very important to us. To be able to launch kombucha that tastes fantastic, is good quality, and that is affordable."NPD continues at Suma. Watch this space for the next kombucha flavour, landing later this year.









# BOTTLING THE SPIRIT OF ORKNEY

## Deerness Distillery captures the essence of the islands in its range of exceptional craft drinks

Holidays make moments that last a lifetime. Memories of swimming in the sea. The kiss of the sun on your face. Overindulging in local food and wine.

The Brown family have managed to encapsulate that feeling, of a place being imprinted on your spirit, with a very personal collection of craft drinks made at Deerness Distillery in the Orkney Islands.

A gin inspired by time on the beach with their children, who turned pieces of sea glass in their hands in awe, believing they'd uncovered hidden treasure. Another blossoming with a heady infusion of rose petals, which they'd brushed past on summer walks.

"A big focus is that this is a family business," says Stuart Brown, who founded Deerness Distillery (the first new distillery on the island for more than 130 years) with wife Adelle in 2016. "We're all about family, and community. When you come to the distillery, you're meeting us and our team. That ethos runs throughout everything we do."

A huge expansion is currently underway at Deerness Distillery, with £800,000 invested in a new still room for whisky (production started in 2024 with the first release is due in four to five years) made using locally grown grain, alongside a new bar and restaurant. These are thrilling times for the Browns, who moved to the island in 2014, having fallen in love with this wild and wonderful part of the world on family escapes.

For Stuart and Adelle, who experimented with making various spirits and liqueurs in their university years, the opportunity to build their dream, in a place they adored, was too good to pass up.

Every bottle, in its own individual way, captures the essence of Orkney, with each gin infused with botanicals the family grow in their polytunnel – from six types of citrus, to French tarragon, cucumber, mint, lemon verbena and rosemary, to name a few.

Deerness Distillery's first spirit was Sea Glass Gin. "The key botanicals are juniper, then our tarragon, lemon verbena, orange peel, lavender, mint and cucumber," says Stuart. "It's a very mellow, fresh gin, with a clean, crisp finish."

Then there's Scuttled Gin – a nod to the historic scuttling of the German High Seas Fleet at Scapa Flow in 1919. "We were asked to produce it for the centenary of the end of WWI," Stuart explains. "Orkney is one of the top sites in the UK for Naval wreck diving. The gin has some beautiful spicy notes of cinnamon and cassia bark, green pepper, lemon, chamomile, mint and lavender."

And Stuart says they love their Vara Gin – a delicate pink colour thanks to the infusion of crushed local rose petals. "Vara means 'become spring' in Old Norse," he explains. "It's our spring and summer gin with these beautiful hints of rose, lots of citrus, and a bit of cardamom. It's a burst of sunshine."

Deerness Distillery's award-winning Into The Wild Vodka is the most Northerly distilled vodka in the UK, crafted with British barley grain, and cut with pure, loch-fed Orkney water for clarity and smoothness.

And, tapping into the continued and growing demand for coffee-based spirits, Stuart says the launch of Orcadian Moon Coffee Liqueur has been phenomenal. Another multi award-winner, the drink combines a roast of four types of coffee bean, blended for the distillery by a renowned Scottish roaster, cold brewed with Orkney water, and finished with vanilla pods and light Antiguan rum.

Stuart says they can't wait for the first casks of whisky (which will typically be aged for 10 years, with some earlier releases) to mature, adding another feather to their cap.

The spirit will help with their sustainable endeavours too, with all waste grain mash, and food scraps from the new restaurant and polytunnel being processed in a biogas plant on site from next year, taking the distillery off-grid. "It's a very exciting time!"









# Taste the spirit of Orkney

DEERNESS
DISTILLERY
CRAFTED IN ORKNEY




WWW.DEERNESSDISTILLERY.COM

## MARGARITA

Tequila's take off has boosted sales of tequila-based drinks, from Palomas to classic Margaritas. The best RTDs in this category will be bar strength, made with a really good base spirit, and have a proper punch of lime, balanced with a touch of sweetness.

**MIRROR MARGARITA**
**MIRROR MARGARITA**
Designed by bar experts, this is a crystal-clear twist on a Margarita made with Cazcabel Blanco Tequila, homemade hacha sour mix, cane syrup and mixed grapefruit oils.
**mirrormargarita.com**



**LIME MARGARITA**
**CUTWATER**
Cutwater's award-winning tequila is lifted by aromatic lime and triple sec in this RTD. Shake with ice and serve in a glass with a salted rim...or drink straight from the can.
**cutwaterspirits.com**



**PERSIAN LIME NORI MARGARITA**
**WORLD OF ZING**
From cocktail expert Pritesh Mody. Small batch made, with sherbetty notes from the lime, and a mouth-watering salinity from nori, with a kick of Don Julio tequila.
**worldofzing.com**




**PRODUCER** SPOTLIGHT

## CALIFIA FARMS

Califia Farms is on a mission to create a future where plants replace dairy, without compromise. The Simple & Organic range lets you enjoy the health of plant-based in the simplest, most natural way possible, without compromising on taste. Made with just three ingredients and free of gums and oils, Simple & Organic offers irresistible goodness, focusing on health that tastes good. Savour this range's versatility, using them with cereals, smoothies, coffees and cakes and bakes to make your dream dishes delicious and dairy free.

Launching in major supermarkets throughout the year.
**califiafarms.co.uk**




## MEZCAL

**No celebration in Mexico is complete without a few shots of mezcal. It may not have the immediate appeal or stellar growth in the UK that tequila has seen, but with interest in Mexican food and ingredients growing year on year, so continues the hunt by consumers for drinks to pair with their meals. Made by crushing wood-fired agave, and fermenting with airborne yeast and water, the clear spirit has a smoky, distinctive taste that matches well with burritos, tacos and chilli.**



> "Nootropics are a good alternative for those looking for increased energy without that dreaded caffeine crash. They are functional drinks that aid cognitive function and help boost energy by containing the perfect ratio of L-theanine to caffeine (2:1). L-theanine then works synergistically with caffeine to increase focus, while also offsetting the jittery effect one often experiences after consuming caffeine"
>
> **KYLE CROWLEY, PROTEIN WORKS**

## NATURAL ENERGY

Gym-going, running, and cycling consumers are ditching the colourful, plastic-packed, artificial energy drinks in favour of products that deliver a buzz from nature. Be it cold brew coffee, green tea, or herbal extracts, they want to know that what they put in their body is supportive to health. Stock drinks that are ideally in recyclable cans and made with natural ingredients only.




**TROPICAL**
**VIRTUE CLEAN ENERGY**
A zero calorie, zero sugar fruity drink enhanced with yerba mate – an energising leaf supercharged with dozens of essential vitamins, minerals, amino acids and antioxidants.
**virtuedrinks.com**

**MANGO GO**
**MANGO GO**
Juicy, sparkling mango, enhanced with natural caffeine from green coffee beans, and guarana. Contains no added sugar, and a can counts towards one of your five-a-day.
**mangogo.org**







**ROKIT**
**ENERGY UPLIFT**
Cold brew crafted with 100% Arabica coffee from the Brazilian Cerrado region, enriched with guarana and taurine to alleviate fatigue. Made with oat milk, it's vegan too.
**rokit-health.com**

## ORGANIC

Organic as a category still matters to shoppers, who are becoming increasingly concerned about what they are putting in their bodies. The category particularly chimes with parents, who are looking for low intervention squash, smoothies, flavoured waters and juices and healtheri swaps for their children.

**ORGANIC RAZZA KARMA DRINKS**
A 'punky' pink lemonade, filled with organic lemons, and brightened with a generous squeeze of real raspberries. Sweetened with Fairtrade organic cane sugar.
**karmadrinks.co.uk**







**GUSTO ORGANIC REAL CHERRY COLA**
A luxurious version of a childhood favourite pairing sharp, sweet organic cherry juice with Fairtrade Madagascan vanilla, lemon juice, organic blue agave syrup, spices, essential oils and extract of kola nut.
**drinkgusto.com**

**STRAWBERRY & BLACKCURRANT FRUIT JUICE PIP ORGANIC**
Providing one of your five a day, this tasty juice carton contains no nasties. Only 100% organic apples, strawberries and blackcurrants.
**piporganic.com**






## POSH SQUASH

**The ultimate portable refreshment. Formally written cordials and squash drinks have been around since the 18th century – and they remain incredibly popular today, especially during picnic season when they can easily be stowed away in a basket with a bottle of sparkling or still water to refresh a crowd. The classics such as orange and blackcurrant are must-stocks. But look too for varieties made with wild, hedgerow ingredients, or tropical additions..**



**RED GOOSEBERRY & ELDERFLOWER CORDIAL NORFOLK CORDIAL**
An all-natural fruit syrup made only with fresh red gooseberries, lemon juice, elderflowers, and a touch of sugar. A lush, indulgent flavour that also lends itself to cocktails.
**norfolkcordial.com**

**STRAWBERRY & ELDERFLOWER CORDIAL CORNISH COUNTRY CORDIALS**
Brings a flush of midsummer to the glass, infusing ripe Cornish berries with elderflowers. The maker recommends using it to create ice cubes for flavouring G&T or fizz.
**countrycordials.co.uk**





**LEMON, YUZU & TURMERIC CORDIAL MR FITZPATRICK'S**
This drink is bang on trend, being crafted with Sicilian lemon juice and turmeric for a sunshine colour that really pops, and infused with the unforgettable grapefruit/lime/mandarin flavour of yuzu.
**mrfitzpatricks.com**

## QUIRKY

It's time for something a little bit different. Alongside your sodas, spirits, squash, RTD cocktails and bottled and canned beer, being able to deliver unusual products that catch the eye with their quirkiness is a way of keeping your drinks offering fresh. Be it a unique format or decidedly different profile, showcasing your talent for sourcing products customers can't find in the multiples will keep shoppers coming back for more.




**TROPICAL GINGER BEER SUNNYSIDE DRINKS**
Ginger is having a bit of resurgence in popularity right now, and ginger beer is coming for the ride. This alcoholic one is made with organic ginger and lemon, and added pineapple and passionfruit.
**sunnysidedrinks.co.uk**

**BLUE TEQUILA BUTTERFLY CANNON TEQUILA**
A natural, violet blue tequila with notes of strawberry, watermelon, fig and banana, with a crisp agave undertone. Changes colour when poured over ice.
**butterflycannontequila.com**





**FAT WASHED WA-GYN WARRENDALE WAGYU**
A UK first. Smooth and handcrafted gin, leading with juniper, ruby grapefruit, lemongrass and pink peppercorn, is washed with molten wagyu fat for 48 hours before being triple filtered.
**warrendale-wagyu.com**

## RTD COCKTAILS

From a few cans nestled somewhere between the tonic water and mini bottles of 'cooking wine', to dominating whole sections of the drinks aisle – RTD cocktails are now a must-stock category. Shoppers are looking for cool labels (to show off at their barbecues) bar strength mixes, and a combination of classics alongside newer, up-and-coming varieties such as palomas. The old fashioned, Manhattan and Negroni are all showing strong sales.

**PASSIONFRUIT MARTINI THE COCKTAIL CO**
A modern day classic that every store should have in stock, the Passionfruit Martini is a constant bestseller in this category. This one perfectly balances passionfruit, vanilla, vodka and citrus.
**the-cocktail-co.com**






**STRAWBERRY DAIQUIRI NICHE COCKTAILS**
A sophisticated serve made with the sweetest British strawberries and just the right amount of lime to make your taste buds sing.
**nichecocktails.co.uk**

**CHEEKY WEE KISS ANGEL'S DARE COCKTAILS**
An award-winning, juicy, full-flavoured, incredibly fruity cocktail delivering burst after burst of rhubarb, ginger, strawberry and cranberry, with dry gin.
**angelsdarecocktails.co.uk**



## PRODUCER SPOTLIGHT

# RUMBURRA

Rumburra Orach is the Flagship Rum of Rumburra Scotland Limited, based in Fife, Scotland. A golden, blend of pot and column distilled rums, aged for five years and three years in the tropical heat of the Caribbean before reaching its final distillation and bottling, in Scotland for the UK market.

Aged in American oak casks and bottled at 42.3%, Rumburra Orach is loved by rum enthusiasts across the world, as well as appealing to the discerning malt whisky connoisseur. Available at rumburra.com

For more information, call Garry Wilson on 07727 670988

**rumburra.com**




## RUM

**Sales of rum in the UK on-trade reached £1.1 billion in value in the 12 months to December 2023, overtaking whisky for the second year in a row. Driving sales are ultra-premium brands, vintage bottles, and an array of new craft spirits being manufactured in the UK. Of course, rum's versatility has boosted its popularity too as more and more consumers try to recreate their favourite bar cocktails at home. Be sure to stock at least white and spiced or dark rum.**




**SPICED BOTHY RUM RUM BOTHY**
The master Scottish distiller has added to its range of gins with this small batch cask-aged rum, enhanced with spices including saffron hand-picked in the Strathmore Valley.
**ginbothy.co.uk**

**HONEY RUM HIVE MIND**
Made with Hive Mind's own honey from the Wye Valley, combined with a secret blend of spices for a sweet, floral finish.
**hivemindmead.com**







**OLD SALT RUM ENGLISH SPIRIT DISTILLERY**
The first rum distilled in the UK. Fermented from 100% sugar cane molasses, triple distilled and oak aged for a smooth, sippable finish.
**englishspirit.uk**

## SPICY

Spice as a flavour/sensation is really hitting the spot for consumers at the moment. Spicy and swicy snacks have been everywhere at trade shows in 2024, and our penchant for heat is trickling into the drinks industry. We've been spotting spicy Margaritas, spiced tomato juice, cordials infused with chilli and citrus, and spirits given a lick of heat with fruity chillies such as jalapeno. This is another trend that fits neatly into the Mexican category. Offering a few warming drinks alongside your tacos and nachos is a nice bit of companion retailing.




**JALAPENO & LIME CACTUS WATER PURE KAKTAI**
A very unique drink made with 100% organic sustainable cactus water, lime and jalapeno, and no sugar or additives. Fresh and super hydrating.
**purekaktai.com**

**SPICY MELONS MIXTONS**
A fun, bright can with the brand's own take on a Margarita. Mixes premium tequila with lime, watermelon and chilli. Tingly on the tongue.
**mixtons.com**







**EXTRA HOT GINGER ZINGER JAMES WHITE DRINKS**
For customers who crave heat, this is a spicy shot drink made with 40% organic ginger and an added kick of chilli to liven the senses.
**jameswhite.co.uk**

# SMOOTHIE OPERATOR

## The Fine Confectionery Company brings innovative Swedish drinks brand to the UK




Natural, no added sugar, not from concentrate, functional, premium - The Fine Confectionery Company has 'ticked all the boxes' bringing Sweden's Froosh drinks to the UK for the first time.

Already popular on European airlines, the range of smoothies (available in three formats, hitting multiple consumer demographics) was officially launched at NOPEX this spring, to huge interest from independent retailers.

"We like the products because they're 100% fruit and with no added sugar," says Andrew Mitchell, a director at The Fine Confectionery Company. "And the FSC certified cartocans are fantastic. They're so tactile, and the other attraction is that their weight makes them score well on carbon footprint. Also, being made of cardboard, they appeal hugely to our customers. We know a lot of them are starting to reduce the use of plastic in their businesses."

The DNA of the brand, says Andrew, is to offer delicious drinks with a long shelf life, ideal for food and drink retailers, foodservice and cafes.

Formats include the 'super cute' 150ml cartocans, in flavours such as Apple, Pear & Vanilla, the classics in glass bottles (250ml) and, tapping into one of the most exciting arenas in the drinks world right now, a series of three, 235ml functional cartocans. In a sector saturated by functional waters, sodas and dairy-based products, Froosh delivers something distinctly different with its smoothies, from Energizer (with its blend of tropical fruits, carrots, ginger, and added caffeine and Vitamin C), to green smoothie, Immunity (a refreshingly smooth drink mingling apple, pear, kiwi, ginger, spinach and spirulina with Vitamin B6, Vitamin B12, and Vitamin C). Froosh is available direct from The Fine Confectionery Company now, with a rollout across selected distributors to follow shortly. Get in touch for a free sample pack.



## TEQUILA

There is no doubting the prominence of tequila in the market right now. From clear, artisanal varieties, to fun bottles of tequila rose, it is absolutely everywhere, both in large format bottles, and within the RTD sector. Consumers new to tequila are trying lots of different types before they settle on a favourite, so in-store tastings are a must. Seek out bottles with sustainable claims, and those using prized Blue Weber agave, which is renowned for its superior taste.

**CASA RAYOS TEQUILA CASA RAYOS**
A 100% Blue Weber agave tequila with lime, orange zest, spicy cracked black pepper, pink peppercorn and a touch of earthiness. For sipping or mixing.
**casarayos.com**



**TEQUILA BLANCO BLUE AGAVE CURADO**
Made using the best agave from the producers of Arandas Jalisco, with the bottle design harking back to the region and rare native species of tejon. Made in small batches.
**curadotequila.com**



**89 ENEMIGO TEQUILA**
An award-winning, rare, clear tequila, aged for more than 12 months in custom made American oak barrels before being triple filtered for clarity. Smooth, with hints of coconut and vanilla.
**tequilaenemigo.com**



> “Mexican spirits, particularly tequila and mezcal, embody centuries-old traditions that resonate with consumers seeking genuine and unique experiences”
>
> **UKHVINDER JAVEED, SPHYNX TEQUILA**



## TURMERIC

**The power of curcumin, the active compound in turmeric, has had scientists and those in the health arena talking for decades. Some claim it can help prevent the build up of plaques in the brain that cause dementia, others cite it as good for reducing inflammation, or boosting immunity. While clearly drinks manufacturers can't big up any medicinal qualities, they can tap into the zeitgeist, and consumer demand for products that just might help increase their wellbeing. And so turmeric has made the leap from the health food store to the mainstream. It's being used in cordials, spirits, sodas and juices...and customers are happily tucking anything with turmeric into their baskets.**

## PRODUCER SPOTLIGHT

# PULSE+

PULSE+ Natural Mineral Water represents the next wave in hydration. With a complete line of innovative, eco-friendly refillable aluminium bottles, PULSE+ makes it easy to quench your thirst while helping to save the planet. The brand's bottles are 100% recyclable, and safe to refill and reuse, promoting sustainability. In partnership with Disney, PULSE+ brings vibrant, kid-adored character designs to life, encouraging healthy hydration habits from a young age. Fostering these habits from childhood is crucial for building a better future. PULSE+ ensures quality in every sip by sourcing the freshest and purest natural mineral water from springs in the UK and Europe. For more details please contact Neil on neil.meredith@infinitybrands.com.
**drinkpulse.com**




## UNIQUE

These are the drinks that kind of break the mould. That break boundaries in the way they are made, the flavours used, or even their format. We really do like something a bit 'different' in the UK. We celebrate diversity, and that goes for what goes into our glass too.




**BLACKCURRANT WINE WINE THAT'S FRUIT**
A no-added-sulphites, gluten-free wine made using juicy blackcurrants grown in the Herefordshire countryside. Crafted just like wine and letting the fruit do the talking.
**winethatsfruit.com**

**RUM & GREEN MINT TEA NOVELTEA**
This brand combines tea with spirits that match their character. Here is a light, almost Mojito-like drink mingling Caribbean rum with cool green mint. Very refreshing.
**uk.novelteadrinks.com**







**PASTA IPA BEYOND BELIEF BREWING CO**
This brewery's vision is to make delicious drinks while helping to solve the problem of food waste. Its Pasta IPA is made using surplus fresh pasta and the end product has a tropical flavour.
**beyondbeliefbrewing.co.uk**




# CRAFTED PERFECTION IN EVERY SIP

## Elevate your tasteful moments with Fitch & Leedes

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. Setting sail on this journey alongside discerning drinkers is Fitch & Leedes – maker of unique mixers, tonics and exotic soft drinks which embrace the spirit of exploration and discovery, while tipping a hat to the past.

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 a memory made.

Across its ranges 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.

A bestseller is the elegant Pink Tonic, which opens out gin beautifully with its delicate notes of rose petal and fresh cucumber.

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, zesty, aromatic and complex citrus notes for a perfect serve.

Delving further into the mystical world of mixology, the brand's Blue Tonic creates a sense of magic, bringing an element of fun to any glass with its ocean-coloured hue and hints of blueberry and cardamom.

Alongside classics, from Indian Tonic, to Cheeky Cranberry, Ginger Ale, Lemonade and Soda, Fitch & Leedes has everything you need to bring spirits to life – including the first to market premium sugar-free tonics and mixers, and its Classics range. Served simply over ice with a garnish, they're proving popular amongst the sober curious, while also being an easy way to bring body and life to a range of spirits.

> "Fitch & Leedes is trusted by mixologists and bartenders around the world"



## VODKA

Retailer, Masters of Malt, predicted earlier this year that vodka would be the spirit to watch in 2024. It's no longer being sidelined as a bland, clear, forgettable liquid to slosh into other drinks to up their ABV, it's become a movement in its own right. Makers are carefully considering the base grain (or perhaps root veg) they use, and the sustainability of their methods, and are increasingly adding botanicals and gentle flavourings to create layered, complex sipping vodkas with a clean, smooth taste that stands alone.

**ALPHONSO MANGO VODKA DESI DARU**
A global award winner, bringing together East and West. The smooth, luscious texture from English wheat vodka blends with sweet Alphonso mangoes.
**desidaru.com**





**HOLY GRASS VODKA DUNNET BAY DISTILLERS**
This creamy vodka celebrates the spirit of the Highlands, being infused with vapour of local apple juice, and sweet-scented holy grass (also known as bison grass).
**dunnetbaydistillers.co.uk**

**NINE TINES POTATO VODKA NINE TINES**
An award-winning English potato vodka that's rich and full bodied. The entire process, from picking the spuds to distilling, happens within a nine mile area.
**ninetines.co.uk**




## PRODUCER SPOTLIGHT

# WINE THAT'S FRUIT

Produced in Herefordshire, Wine That's Fruit (WTF) is a family-run venture that celebrates sustainability and innovation – award-winning fruit wines, that transcend seasons. The range encompasses five flavours, ranging from the summery sweetness of Strawberry Wine to the velvety bold Blackcurrant Wine. Each is vegan friendly, gluten free, and even sulphite free – a bit naughty, but definitely not nasty! Peter, the visionary behind WTF, discovered his passion for making wine as a teenager. His hobby blossomed into a commitment to quality, flavour, and eco-conscious practices. Today, WTF's beautifully designed, recyclable aluminium cans preserve freshness, offering you a superb new experience in wine with a conscience.
**winethatsfruit.com**




## WINE

**The recent emphasis on buying local has prompted people who usually look to the Continent to consider the UK when it comes to wine. With the recent rising temperatures due to climate change, wine can now be produced with fewer of the weather barriers that Brits are used to, so stock up on these English wines and cash in.**



**SHARPHAM SPARKLING RESERVE 2015**
Made from a classic sparkling blend of Chardonnay, Pinot Noir and Pinot Meunier, this wine is complex and creamy with yellow apple and citrus rind flavours.
**sandridgebarton.com**

**COBBLE HILL PINOT NOIR ROSÉ**
Light with red fruit flavours and just a hint of citrus, this wine is the perfect tipple for enjoying with a charcuterie board or a light, crunchy salad.
**cobblehillnorfolk.com**





**WESTWELL LATE DISGORGED SPECIAL CUVEE 2014**
This blend of Pinot Noir, Pinot Meunier and Chardonnay is full of ripe fruit flavours and aromas of toasted vanilla brioche with a deliciously long finish.
**westwellwines.com**

## WILD

Consumers, looking for more nature-driven products, are being allured by drinks that hint at the wilderness. Foraged herbs. Botanicals. Hedgerow and orchard fruits and berries. They bring a touch of homegrown exoticism to the glass. Elderflower is a perennial favourite that will always sell well, but look too for wild plums and cherries, sea buckthorn and even gorse flower, which adds a heady coconut flavour to food and drinks.



**DAMSON & ROSEHIP TAME & WILD**
A lightly bubbling, all-natural expression of the English countryside, infused with damsons, blush rosehips and passionflower. Less than 40 calories per bottle
**tameandwilddrinks.co.uk**




**VIOLET BLOSSOM TONIC ARTISAN DRINKS**
A soft bubbler ideal to offer as a unique soft drink option, or as a mixer. Combines violet and apple blossom and elderflower, with a natural violet hue.
**artisandrinks.com**



**MINT, CUCUMBER & CHILLI NUISANCE DRINKS**
A low-calorie drink made with 100% natural ingredients. Combines cooling cucumber with invigorating mint and a hint of chilli spice.
**nuisancedrinks.co.uk**



## X-RATED

Who doesn't like a naughty tipple? This one's really just for a bit of fun. We're talking beers and spirits with names that cut to the wire. They're usually reserved for Valentine's Day or Christmas, to be tucked into those stockings. Very seasonal, but it's worth having a few cheeky bottles in stock for customers who like to put a big smile on the faces of their friends and family!

> "While traditional citrus flavours continue to please consumers, emerging citrus flavours are also becoming crowd-favourites, including clementine, yuzu and Meyer lemon"
>
> **KERRY FOOD GROUP**

## YUZU

Has there been a series of Masterchef or Bake Off: The Professionals that hasn't included yuzu in recent years? The answer is no. This Asian ingredient has risen through the ranks to become one of the flavours of the moment in pastry, baking and drinks. Its flavour sits somewhere along the lines of mandarin, grapefruit and lime. Tantalisingly exotic, and beautifully fragrant. Shoppers are drawn to its mystique.

**YUZU GIN**
**LIN GIN**
A super aromatic gin, made at Linlithgow Distillery with yuzu, meadowsweet and orange peel. Great over ice with tonic, or blended into Asian-style cocktails.
**linlithgowdistillery.uk**



**YUZU PREMIUM SODA**
**SOMETHING & NOTHING**
A delicious, award-winning soda with lashings of citrussy yuzu flavour running through it. Tangy and complex.
**somethingandnothing.co**




**YUZU SPARKLING WATER + CHERRY BLOSSOM SANSU**
Take yourself to Tokyo with this low calorie (4 calories per can) no added sugar drink. With delicate rose-vanilla scented cherry blossom extract, 4% pure yuzu juice, and yuzu peel extract.
**terranamdo.com**





## ZESTY

Why is it that we love a zippy glass of fresh-squeezed lemonade, or the tang of grapefruit? It's tartness. That juicy, mouth-watering sensation which has us coming back for more time and time again. It excites the palate, opens up the taste buds, and creates that feeling of refreshment. No wonder citrus flavours dominate the drinks industry. It's worth investing in zesty options across every category in stock, from juices and sodas, to functional, spirits and even beers!.




**SUMMER CITRUS VODKA**
**CIROC**
The brand's premium French vodka, kissed with a squeeze of blood orange, and lime juice. The ultimate base for a lovely summer cooler with tonic or soda over crushed ice.
**ciroc.com**

**POOLSIDE LEMONADE**
**VIRTUE BREWING**
Sunshine in a can. Tangy lemon, citrus zest and a touch of sugar combine for a tasty grown-up take on a classic lemonade.
**virtuebrewing.co.uk**







**PINK CITRUS GIN**
**PANGOLIN GIN**
A gloriously grapefruity gin, with sweet orange and hints of pink peppercorn. Distilled with rare African botanicals.
**pangolingin.co.uk**






# JUST LIKE GRANNY USED TO MAKE

Breckland Orchard's lightly sparkling drinks are filled with the essence of seasonal British fruits




As Claire Martinsen, founder of Breckland Orchard, talks about the rural idyll of her childhood in South Wales' Wye Valley, it's hard not to picture something akin to The Darling Buds of May.

Lazing around in the sun drinking fresh lemonade. Granny in the kitchen transforming berries into jam, layering cream cakes, and turning out endless batches of scones. Grandad pushing wheelbarrows of ripe apples and pears through long grass.

"My grandparents had acres and acres of orchard," Claire says. "My poor grandad was always forced up the trees to pick the apples," she laughs.

It's this bucolic childhood that sets the scene for the Breckland Orchard brand, which celebrates 15 years delighting customers with its gently sparkling Posh Pop in 2024.

The name and design on the label not only echo granny and grandad's orchard, but the beautiful, nature-filled Brecklands of Norfolk, where the business originally took root.

At the time, Claire had two very small children, and a big job working in the food industry in London. As any parent will attest, a sleepless night, followed by a 4.30am start and a long commute is not the key to a happy balanced life. Fuelled, she says, by post-pregnancy hormones, and wanting to recreate granny Jessie's zingy lemonade for her little ones, Claire had a lightbulb moment. "I just woke up with a one-year-old and a three-year-old and decided to start a lemonade business!"

Breckland Orchard's range of 15 drinks (five sugar free) take customers on a delicious journey through the English seasons – using only natural flavours and colours.

Take a sip of springtime with the dazzlingly heady Elderflower. Step into summer with a lightly bubbling glass of Strawberry & Rhubarb, inspired by granny Jessie's wicked-good crumbles.

And slink into autumn with the new Apple & Pear flavour, launched to a great deal of interest at this year's Farm Shop & Deli Show.

Claire's first product was though, of course, Jessie's famous Cloudy Lemonade, made by Breckland Orchard using the whole fruit, squeezing out every last drop of its zesty, aromatic perfume. "I think lemonade is very underrated,"



Claire says. "Everyone associates it with those big 2lt bottles in the supermarkets, but this couldn't be any different. It's a very lemony lemonade. Really really lovely."

So lovely, Claire says, that this particular drink, the Ginger Beer and the Dandelion & Burdock often move customers so much with their nostalgic flavours, that they'll send in letters or emails, thanking her for rekindling their childhood memories.

"We are quite lucky as a brand," she admits. "It's amazing that people get in touch to say they love what we do."

Cloudy Lemonade remains a top seller, alongside Elderflower, and Plum & Cherry – another creation in Jessie's honour. "It's got a really dark, ruby colour, and loads of people say they adore the taste. It's exactly like you'd expect plum and cherry to taste, but like nothing you've had before either. Customers return to it over and over again."

Even though she's been in business for 15 years, Claire is still delighted by messages and feedback because all she ever wanted to do was "make a really nice drink". One that looks great, tastes great, and feels like a treat. "People tell me how excited they get when they find it in a shop. And that's just fantastic!"

Breckland Orchard's range is available via a range of wholesalers including Cress, Holleys and Shire.

# Breckland Orchard

AWARD WINNING AND FAMILY-OWNED




ALL OUR RANGES ARE NOT AVAILABLE IN SUPERMARKETS

- Zero sugar options also available
- 275ml glass bottles, case size of 12
- Gently carbonated and award winning
- Available via major wholesalers

www.brecklandorchard.co.uk



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