NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK

DRINKS BUYER

2022

From the publishers of SPECIALITY FOOD MAGAZINE



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WELCOME TO DRINKS BUYER



Welcome to the 2022 edition of *Drinks Buyer*, brought to you by the team behind *Speciality Food*.

After a challenging couple of years for the drinks industry, we finally seem to be emerging into a bright future. The hospitality sector has fully opened its doors once more, and on-the-go eating and drinking have once again become the norm – giving independent retailers a fresh opportunity to cash in on the lunchtime, picnic and al fresco crowds.

Meanwhile, quality, health and provenance – all indie USPs – have a larger audience than ever before.

In this publication you'll find an array of profiles on some of the most exciting – and delicious – drink products and brands available to stock right now. From flavour-packed heritage brands to true innovators, they're not to be missed.

We also present to you our Drinks Buyer A-Z, an alphabetic rundown of some of the very best products worth stocking today, as well as the industry stats you need to ensure you're making the most of the artisan drinks opportunity.

Until next time,

Holly

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A APPLES

Juicy, sweet, tart and with a flavour all of their own, it's no wonder that apples have been quenching thirsts for generations. Cider is a classic, of course, but keep an eye out for infused spirits, sparkling options and more unusual variations, too.



NICHE ALCOHOL SUPPLIES KNUT HANSEN DRY GIN
Multi award-winning gin with a distinctive mixture of juniper, basil, cucumber and apple.
nichealcoholsupplies.com

NONSUCH BITTERSWEET APPLE & CARDAMOM SHRUB
A fruit, cyder vinegar and botanical syrup, delicious as a cocktail ingredient or served as a hot drink.
nonsuchshrubs.com





KYON DRINKS THE PPINGER
A balanced, aromatic blend of fiery organic ginger, fruity apple, refreshing elderflower and zesty lime.
kyondrinks.com

BOTANICALS

The rise of gin has brought a newfound appreciation for all things botanical in the UK, and that plays right into the hands of independent fine food retailers. Be sure to stock a range of classic flavours, but feel free to experiment too; unusual options are great conversation-starters, and use your local environment as inspiration – coastal locations in particular offer up a raft of delicious flavours.



OLIVES ET AL ESTIA BOTANICAL GIN
A handcrafted botanical gin made from leftover Olives Et Al Olive Brine, Porter's Perfection apples and selected botanicals.
olivesetal.co.uk





BUCK & BIRCH BIRCH
Delicate notes of cucumber, rosemary, and eucalyptus dance lightly on the palate whilst the sap adds a beautiful softness and mouthfeel to the finish.
buckandbirch.com

REFORMED CHARACTERS HERBACEOU
A deliciously dry and zesty botanical blend of juniper, hops, rosemary and organic Mexican lime.
reformedcharacters.com

B BEER

While craft and real ale options often draw in proudly different crowds, beer fans of all persuasions will delight in a well-curated selection. There's a wide array of beers available these days – from IPAs to porters and sours – so by doing your research and catering for a range of tastes, you'll be onto a winner.



BRUHA IPA
Bursting with tropical fruit flavours and background pine aromas to give maximum flavour.
bruhabrewing.co.uk

SIGNATURE BREW STUDIO LAGER
The highest quality European noble hops are amplified by the simple clarity of water, yeast and malt, resulting in unmistakable floral hits and a pleasingly bitter finish.
signaturebrew.co.uk





JIDDLER'S TIPPLE EVERYDAY PALE ALE
Multi-award-winning, carbon positive, gluten-free, lower ABV beer.
jiddlerstipple.com



"Since the outbreak of COVID-19, consumers have placed more priority on their health – spurring the demand for products supporting the immune system. This, in turn, has had a big impact on the drinks industry: never before has the category seen so many product innovations claiming to strengthen the immune system. In this context, botanical ingredients offering natural functional benefits, such as herbs and spices, are also on the rise"

JULIA BUECH, FOOD AND DRINK ANALYST, MINTEL

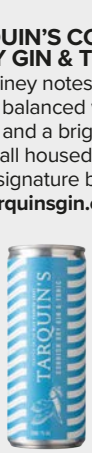
C COCKTAILS

From ready-to-drink options (check out our picks on page 24) to all the kit – spirits, muddlers and shakers – so your customers can create their own masterpieces at home, cocktails are enjoying a renaissance right now. Canned options are perfect for al fresco days, so be sure to stock up for summer.



FORAGE DRINKS APPLE & RHUBARB VODKA SPRITZ
A refreshing blend of pressed fruit, soda water and premium British vodka.
foragedrinks.co.uk

TARQUIN'S CORNISH DRY GIN & TONIC
Crisp piney notes from the juniper, balanced with fresh citrus and a bright floral finish, all housed within a sleek signature blue can.
tarquinsgin.com





LIQUEURIOUS CAMELLIA DECAF BLACK TEA LIQUEUR
Boasting elegant notes of Camellia Sinensis, this liqueur is surprisingly versatile as a cocktail ingredient.
liqueurious.co.uk



DISTILLED

Distillation (noun): The process of purifying a liquid through evaporation or condensation. Long gone are the days of 'mother's ruin' spirits; these days, distilled drinks come in all shapes, sizes, colours and flavours. See our gin recommendations on page 12 as well as other options dotted throughout this publication, and don't forget low/no alcohol varieties – we particularly like Sea Arch and Three Spirits.

PRODUCER SPOTLIGHT

VICHY CATALAN

Vichy Catalan is a legendary mineral water brand which has cemented its prestige on the product's exceptional quality, flavour, and mineral and medicinal properties. This 'premium' water spontaneously springs up at 60°C with its own carbonated gas from a spring at Caldes de Malavella in the Girona province, north of Barcelona (Spain). Its history dates back to 1881, when Doctor Furest scientifically demonstrated the mineral-medicinal properties of the water. 140 years later, many scientific studies are ongoing and the incalculable benefits of Vichy Catalan do not stop surprising us.

vichycatalan.com





ECO-FRIENDLY

With the environment a more vital consideration than ever when it comes to stocking – and shopping – decisions, be on the lookout for brands which offer eco credentials. Recyclable packaging is far better than unrecyclable, but reusable is even better, and if a brand makes efforts to be considerate and even beneficial to their environment you're onto a winner.

A new drinks format has hit the UK in the form of When In Rome's paper bottles (the wine itself is housed in a recyclable plastic pouch). Made by Frugalpac, they will avoid the high energy costs incurred by glass bottles.



IZZOLATA SPARKLING PINOT GRIGIO DOC
An extra Brut wine with a fresh and floral scent, and balanced and persistent flavour.
goodearthshop.co.uk



THE JUICE ROUND BEETROOT, APPLE & GINGER
Earthy beetroot cut with apple juice pepped up with ginger and a dash of lemon.
thejuiceround.co.uk

ELLERS FARM DISTILLERY FLORA'S ELDERBERRY & ELDERFLOWER LIQUEUR
Produced in small batches and designed to celebrate seasonal favourites and forgotten classics.
ellersfarmdistillery.com



FIZZY

Sparkling drinks have always signalled an occasion – fizzy soft drinks, like Champagne, are a treat to be relished – but there's plenty on the market to keep customers coming back for more. Whether you're looking for a classic special moment-marker, a low/no-alcohol option or a classic American soda, here's our pick of the best.



BOLLE ORA
Luxurious fine bubbles coupled with notes of apple, pear, toast and minerals.
bolledrinks.com



HATTINGLEY VALLEY ROSÉ 2018 MAGNUM
A refreshing and subtle wine boasting delicate colour and well-balanced acidity.
hattingleyvalley.com



EMPIRE BESPOKE FOODS LTD VIRGIL'S SODAS
America's #1 selling handcrafted sodas, micro-brewed with all-natural ingredients for authenticity.
empirebespokefoods.com



IN FULL BLOOM

A special new range from Belvoir Farm is bringing botanicals to the fore. Leanne Trundley, chief taster, mixer and maker, takes us back to the roots

There's an exciting summer ahead for Belvoir Farm, with a Jubilee edition Best of British Cordial and sparkling Elderflower plus the planting of Jubilee elders for The Queen's Green Canopy adding to the usual hustle and bustle of a busy harvest season. And then there's the small matter of its exciting newest collection...

Blossoming botanicals

When a quintessentially English brand like Belvoir Farm decides to branch out with a new botanically-inspired range, you'd expect its NPD process to be steeped in the heritage of the flavours. And you'd be right; they've teamed up with another English institution – Chelsea Physic Garden – to explore the history of some of the botanicals grown within its 17th century nurseries. The result? A collection of low-calorie Botanical Sodas. Bitter Orange Spritz blends Sicilian blood orange with natural bitters; Floral Fizz balances elderflowers, geranium and hibiscus; while Spicy Ginger Fizz has a twist of yuzu and a hint of Sancho pepper. "Creating these recipes has given us a great opportunity to look outside the ingredients we usually use to make a range of drinks that are quite different to other current options in the soft drinks and mixers category," says head of product development Leanne Trundley. "We started with almost 20 different concept ideas and spent many hours in our kitchen exploring lots of different botanical combinations, inventing hundreds of recipes, and making and testing each one before we were completely happy with the final three flavour profiles. The process took us almost two years from initial idea through to on-shelf."

A taste of the unexpected

Of course, Belvoir Farm has been working with botanical flavours for nearly 40 years, starting with an elderflower cordial recipe created by founders John and Mary Manners, so it knows a few things about coaxing delicate flavours from natural extracts. "The gin boom has made consumers more aware of botanical flavours and ingredients, and we wanted to explore this with intriguing and sophisticated flavour blends that bridge the gap between adult soft drink, mixer and alcohol alternative," says Leanne. "The botanical blends of these first three Sodas were discovered as part of our innovation and kitchen testing process, and we worked with Chelsea Physic Garden initially to explore the history of the plants that add the flavour to the drinks. We were hugely inspired by our visits to the garden and meetings with head of plant collections, Nell Jones, and this work will become the focus of a three-part podcast series this summer.

> "Creating these recipes has given us a great opportunity to look outside the ingredients we usually use to make a range of drinks that are quite different to other current options in the soft drinks and mixers category"

Goodbye sugar, hello flavour

As well as creating some truly fresh flavour profiles, Belvoir Farm wanted its new collection to be lower in sugar and calories, sitting somewhere between a flavoured tonic water and a traditionally sweeter adult soft drink. The Government may be delaying its HFSS restrictions but are low-sugar, low calorie still essential criteria for a new sparkling drink offering in 2022? "Yes, absolutely," says Leanne. "One of the fundamental parts of the brief was that we created something that wasn't led by sugar but that was still full of flavour. We wanted a more grown-up and sophisticated flavour profile – not just another flavoured water or flavoured tonic, and at less than 20 kcals per 100ml the range is HFSS-compliant. We set out to create a range of soft drinks that feels like you're having a real treat and premium drink experience, but without feeling guilty about consuming empty calories, and we are getting lots of positive customer feedback since the range went on sale in March."



www.belvoirfarm.co.uk

*Source: Ready to Drink Adult Soft Drinks, Value Sales, 52w/e 26th February 2022, Total Market



IT'S ALL GOOD

David Seear, director of Devon Rum Company, shares the secret behind this range of West Country spirits with a positive ethos at their heart

"We're surrounded by nature and the coast so I guess maybe the impacts industry can have are in our face: it's where we live," says Dave Seear, founder and director of Devon Rum Company, and a man rooting his business in the local community. "That's why we try to make sure we're giving back to local, supporting local charities and the community we're embedded in, and also offsetting our carbon footprint." The company supports Dartmoor Rescue, is a charity partner for plastic pollution collectors 'Til The Coast is Clear and is running on a carbon negative basis for the second year. But these projects aren't their only good deeds...

The team at Devon Rum Company are rectifiers, working their magic on a signature base spirit blended from the pot and column stills of world-renowned distilleries in Jamaica and Guyana. "These guys have been perfecting their art for generations so it allows us to start with a depth of character and flavour that honestly would be hard to achieve for us in Devon starting from scratch," says Dave. "We spent many months perfecting our unique blend and they deliver it to us absolutely spot on time after time."

Turning this base into a multi award-winning range of rums takes a lot of love and care. "Our in-house team works passionately to hand-craft every bottle of rum," says Dave. "This process starts by blending our base rum with soft Devonian spring water, bringing it down to a drinkable ABV. From there, we hand-crush whole spices and hand-peel fresh citrus fruits, ready for infusion. Our team then filters, bottles and performs all of the quality checks needed. Every single bottle of rum is handled with care and passion; that's the difference between big global brands and our hand-crafted approach."

"Every single bottle of rum is handled with care and passion; that's the difference between big global brands and our hand-crafted approach"







BUBBLING UP

What do you get when you bring a hot macro trend to a cool chiller cabinet? Mike Buckland of the Highland Spring Group has the stats

When an iconic brand diversifies into a new category it's worth paying attention, and Highland Spring's sparkling flavoured cans are no exception. The Blackberry, Plum & Hibiscus, Pear & Elderflower and Rhubarb & Ginger fizzy drinks are a smart move from a company with a good view of trends within the drinks category. "Research shows that the sugar-free drinks industry is set to grow significantly in coming years, as health and wellbeing continues to be a big driver within the drinks category," says marketing controller Mick Buckland. "Particularly with new regulations around HFSS, we expect more and more consumers will take note of their sugar intake and will seek to satisfy their fizzy drinks cravings with healthier alternatives."

Containing 100% natural ingredients with no added sweeteners and coming in at under 35 calories per can, they're doing well with health-conscious customers who care about the drinking experience, with a 111% uplift in value sales within the last 12 weeks. With summer here those numbers will surely only increase. "In the post-pandemic world, independent retailers are experiencing growth in sales of chilled drinks," says Mike. "At Highland Spring, we've been seeing a growth in the market since the easing of Covid-19 restrictions. This can be demonstrated by a 67% increase in value sales in the food to go sector in the last 12 weeks."

Putting a Highland Spring in your chiller's step could be a sound tactic. "Customers care where their products come from, particularly within food and drink, with provenance proving to be a key driver when it comes to making purchases," says Mike. "With this in mind, Highland Spring will continue to look to delicious Scottish and British flavours for inspiration when creating new products, with new flavour profiles that shine a spotlight on our fantastic natural ingredients."





A MIGHTY SPIRIT

Small batches from the hand-built copper pot stills of Market Harborough are making for some distinctive drinks

The spirits category has seen some pretty big innovation in recent years, but for a distillery in Leicestershire's Market Harborough it's progressive partnerships, not a hunt for gimmicks, that wins the day. "For us innovation isn't necessarily about finding 'the next big flavour'," says Union Distillers' commercial director Stuart Fritz. "We're constantly innovating throughout all aspects of our business from forging partnerships with local producers so we can bring the best quality to our spirits and rethinking our approach to sustainability, whether that's through our bottle design, packaging or how we support the conservation projects which are synonymous with our brands."

Union has its roots in curiosity: its first copper pot still was designed by its engineer founder in 2012, and in 2021 it merged with the British Honey Company, makers of artisan spirits brands KEEPR's honey infused spirits and Dodd's Organic Gins. KEEPR's spirits are inextricably linked to the natural environment and its beekeeping heritage, conveyed by its new bottle design. "The flavours in the KEEPR's range are an iteration of our original honey-infused spirit – Classic British Honey Infused London Dry Gin," says Stuart. "We use a blend of 100% pure British honeys from hives across the UK; this allows us to draw from a variety of flavour profiles which help provide the balance we're looking for." The exception to this rule is KEEPR's Smoked Honey Infused Bourbon, made using honey smoked by a local butcher for up to 48 hours for a distinct smokiness that beautifully pairs with American oak-aged bourbon.

Union Distillers also crafts Two Birds, a range with its own unique character. "Two Birds has such a broad range of spirits, from traditional British flavoured gins and vodkas like the Rhubarb Gin and Sloe Gin to more playful flavours like the Watermelon Gin or the Pink Grapefruit & Pomegranate Gin," says Stuart. "It caters to customers who want the tried-and-tested classics, but aren't afraid to explore new flavours."





2012
UNION
DISTILLERS
Mighty Fine British Spirits



WORLD RENOWNED CRAFT SPIRITS
LOCALLY PRODUCED

IWSC GOLD
Two Birds Rhubarb Gin

Dodd's Organic Dry Gin

Two Birds Watermelon Gin

SPRING TASTING 2022 GOLD
KEEPR's Honey Infused Spiced Rum

LONDON SPIRITS LSC GOLD 2022 COMPETITION
Dodd's Organic Citrus and Spice Gin

sales@uniondistillers.co.uk
01858 463 758
www.uniondistillers.co.uk

Please drink responsibly | Drinkaware.co.uk

A TASTE OF THE WORLD

Empire Bespoke Foods has long quenched Brits' thirst for International flavours, so what can they do for you?

Does your soft drinks and mixers drinks selection have the truly global star power to delight repeat customers and sway newcomers to top up their basket? For 25 years Empire Bespoke Foods has been working for indie retailers to do just that. "We bring the best soft drinks and mixers from around the world to the UK market place," says Edward Rayment, drinks portfolio brand manager at Empire Bespoke Foods. "Not only is our range absolutely fizzing with innovation, but our drink brands operate within their own independent space, limiting 'cannibalisation' with their unique offering. Our entire drink category is non-alcoholic and suits the growing demographic of consumers who are looking for authentic flavours with premium positioning, but without the alcohol."

Whether selling direct to trade or via wholesalers, the company has curated a collection of brands to truly lift your offering. "Heritage is very important to us, and we extensively search and pick products with a strong brand story that excel in their domestic markets, but are in line with growing UK consumer trends," says Edward. "Our drink range includes America's number one independent soda brand, Virgil's, which microbrews its all-natural sodas in small batches, creating iconic American flavours including root beer and cream soda. Also in our range is La Mortuacienne, a range of artisanal French lemonades produced with local spring water from the Morteau region for over 100 years. Clamato is a brand with huge national identity at home in the USA, but also in neighbouring Canada and in Mexico, where it's used in cooking and in the Michelada cocktail!"



"People will always pay that little bit more for quality products which deliver great taste and pleasure; consumers really connect with authentic products when they know where it's from, how it's made, what's in it and why it's different from the usual UK drink offering."







GIN

Gins have dominated retailers' spirits shelves and aisles for years, and with good reason. There's an impressive array of options out there to suit every palate, so stock up and cash in.



BURLEIGHS GIN RASPBERRY EDITION GIN
This blush-coloured drink is a fresh and fruity yet delicate, and is delicious on its own with a tonic, or as a base for cocktails.
burleighsgin.com



HEART OF SUFFOLK DISTILLERY OAK AGED GIN
Made in small batches, this gin takes on oakey notes as it ages, giving it a subtle whisky-style taste and aroma.
heartofsuffolkdistillery.co.uk

> The UK is home to 820 gin distilleries – a jump from 2020's 710 and a leap from the 190 recorded in 2015
>
> **SOURCE: OFFICE FOR NATIONAL STATISTICS**



MASONS TEA EDITION GIN
A combination of Yorkshire's original gin and Yorkshire Tea.
masonsofyorkshire.co.uk

HAMPTON COURT GIN THE SIX WIVES GIN
A combination of Spanish oranges, English thyme, juniper, bitter almond, cubeb pepper and grains of paradise.
hamptoncourtgin.com



THUNDERFLOWER DISTILLERY ELDER BAY BLUSH
A delightfully refreshing craft gin that celebrates flavours found in Devon.
thunderflowergin.com





YORK GIN MEDITERRANEAN LEMON
A zesty, crisp and refreshing dry gin bursting with Mediterranean lemon.
yorkgin.com





MERMAID ZEST GIN
A limited-edition, smooth and refreshing grapefruit and gentle juniper London Dry Gin.
isleofwightdistillery.com

TARQUIN'S PINK DRY GIN
A perfectly balanced gin that's neither too sweet, nor too dry.
tarquinsgin.com



> In 2022, global sales volumes of gin are expected to grow by 8%, with experts estimating that by 2025 934.7 million litres will be sold
>
> **SOURCE: STATISTA**

PRODUCER SPOTLIGHT

HELEN BROWNING'S

In an exciting move to add to the award-winning range of pork and beef products, Helen Browning's is branching out and producing a delicious new organic gin.

With sustainability at the forefront, it is distilled locally using pears, sea buckthorn, elderflower and rosemary from the farm added to five additional botanicals creating a smooth contemporary London dry gin with a modern twist.

Sold in recycled glass bottles with a refill pouch available, it offers everything the conscious consumer demands.
helenbrowningsorganic.co.uk



CANNED HEAT

Summer's upon us, and Bristol's artisan distillery is more than ready. Marketing director Tom Fowkes shares the story...

Is premium ready-to-drink (RTD) an untapped category for your chillers? Aspirational, affordable and super summery, ready-mixed cans are the perfect add-on for picnic shoppers, al fresco diners, and occasional drinkers alike. In fact with summer '22 predicted to be a scorcher, there's huge scope to cash in. Tom Fowkes of 6 O'Clock Gin explains...

There's huge demand from the discerning gin drinker for premium ready-to-drinks cocktails and our range offers bartender-quality cocktails in the convenience of a can. Spring and summer are the obvious times consumers are going to be looking to buy RTD cans as they make plans for beach trips and picnics in the park, however we've noticed a rise in sales over the autumn/winter months with consumers looking for a convenient at home G&T. Ready-to-drinks are becoming a year-round solution, and the consumer is willing to pay a premium for both quality and convenience.



There's a gap in the market for genuine quality ready-to-drink cans. We put as much care and attention into our ready-to-drink range as we do our premium quality spirits, so the days of RTDs being an inferior product are over. Our range also serves unique flavour combinations like our Mango, Ginger and Lime Gin & Tonic; Damson & Ginger, and Exotic Orange Gin & Tonic as well as our strikingly smooth London Dry Gin & Tonic. With the huge growth in low- and no-alcoholic drinks our Light and Low Gin & Tonic (less than 0.5% alcohol) is fast becoming a firm favourite.

It's also worth noting that 6 O'clock Gin bottle sales increase in stores that stock the can range.



Retailers can contact us directly if they need support to help display their range or if they require any further information. Our Exotic Orange and Mango, Ginger & Lime SKUs will be joining our London Dry and Light & Low in printed cans this summer.

> "Ready-to-drinks are becoming a year-round solution, and the consumer is willing to pay a premium for both quality and convenience"



HONEY

The health benefits of honey have long been established – but now, as health is front-of-mind for shoppers, it's really coming to the foreground in the food and drink industry. Add in the kaleidoscope of flavours and varietals available, not to mention its inherent provenance, honey's a hive of opportunity for fine food retailers. Keep an eye out for honey-infused gins as well as mead – a delicious and alcoholic made by fermenting honey. We love the products from Gosnells and Kinsale Mead Co.

HEALTHY

Post-Covid, consumers are more conscious of what they're putting in their bodies than ever – which means opportunities abound for independent retailers, with a huge array of artisanal and functional beverages available on the market.



HIP HOP APPLE CIDER VINEGAR SODA
A low sugar gut health drink, rich in prebiotics and probiotics with a punchy ginger and turmeric flavour.
drinkhiphop.com



JUNO BAMBOO WATER
Full of botanicals, minerals and vitamins that not only enhance your health, but your collagen and immunity levels too, whilst also detoxing your body.
bamboo-water.com



PEAK RISE RASPBERRY & LIME
A plant-based pick-me-up made with adaptogens and nootropics for a natural buzz without the hangover.
peakmoods.com

INTERNATIONAL

With worldwide travel back on the agenda, UK shoppers are not only enjoying revisiting favourite flavours from pre-pandemic, but seeking out exciting new taste experiences, too.



TARSIER SPIRIT ORIENTAL PINK GIN
A modern and sophisticated take on a pink gin, evoking the fresh and vibrant fruit platters of Southeast Asia.
tarsierspirit.com

SHWEN SHWEN TOMBE
A popular sweet and sour beverage based around tamarind. A traditional drink of Sierra Leone.
schwenschwen.com





GARIBALDI ASTRAL GRAPE JUICE
Fruity grape flavours and aromas from a vibrant violet-red hued juice hailing from Brazil.
garibaldiwinery.com

PRODUCER SPOTLIGHT

DAYMER BAY

Discover Daymer Bay! This premium range of single serve juices and lemonades is perfect for enjoying alone or as a mixer. Daymer Bay offers a range of authentic juices and still lemonades, including: Orange, Apple, Pineapple, Cranberry, Apple & Mango, Tomato, Lemonade and Raspberry Lemonade. Many products in the range are 100% juices and all of them are 100% delicious! Daymer Bay drinks are bottled in Britain and their bottles are made from glass with a screwcap and paper labels, offering consumers sustainable and recyclable packaging.
daymerbaydrinks.co.uk



JUICES

Suitable for all occasions and often offering health benefits – think vitamin C, immunity boosts and superfood-powered – juices are a great product to have in your drinks arsenal.

BRITE FOR BETTER FOCUS
Brite is a natural nootropic drink for better focus and productivity. Made with adaptogens and nature's superfoods.
britedrinks.com



ZINGER GOLDEN TURMERIC BIG ZINGER
The first ever drink made in the UK using crushed turmeric juice rather than turmeric powder. Packed full of simple high quality ingredients.
zingershots.com



CHEELA'S LEMON, GINGER AND HONEY
A blend of the zestiness of cold-pressed lemon juice, the warmth of ginger juices and an infusion of spices with just the right amount of honey.
cheelas.co.uk





MORE THAN JUST WATER

With an unparalleled purity, Icelandic glacier water could be just the refreshment your beverage sales have been thirsting for

Have the people of Iceland been harbouring a secret all these years? Andy Causer thinks so. As managing director of glacier water brand Avalis he's on a mission to bring the incredible purity of the island's glacier melt water to a global audience. "In Iceland, people have been drinking pure glacier water for at least 1,200 years," says Andy. "The water that we harvest goes straight from glacier to glass; we don't add alkalies like many mineral water companies do. Our water is naturally alkaline which makes it very good for you, and science show's it's particularly helpful for people with high cholesterol, high blood sugar, it's more hydrating...It says a lot about the purity of our product that everything that's in the bottle comes straight from the glacier. Nothing's added."

A clear winner

It's a sustainable source of refreshment too; Avalis is collected from naturally-occurring melt water from the Eyjafjallajokull glacier formed 2,500 years ago in southern Iceland. Every drop is gravity fed down through prehistoric lava giving a liquid that's unusually low in 'total dissolved solids', the measure of purity for spring and mineral waters. "It's untouched," says Andy. "We have around 40-51 mgl TDS in ours; if you were to look at a mineral water competitor they'd be in the hundreds. Unfortunately water authorities only recognise spring, tap or mineral. They don't differentiate for glaciers, but Avalis has the original taste and flavour of the glacier because nothing is added or taken away. We have clients who make spirits from it, and others who make perfumes, because it's so pure. There's not a brand that has a better quality product than ours, but pricewise we've pitched it as a challenger so it's affordable."

Andy's team also work to keep the environmental impact of the distribution of the water to a minimum. Collected in fully reusable and recyclable tanks, the water is bulk shipped (for minimal carbon footprint) to the UK for bottling into non-PET Tetrapacks or recycled glass bottles. "Even our caps are made of sugar cane," says Andy. He's also hoping to grow the use of the glacier water; currently the company is tapping into just one per cent of the available ice melt with the other 99% running back to the sea. "The people who have been drinking the water for generations take that incredible quality for granted," says Andy, "but when one in three people globally don't have access to safe drinking water there seems like scope to do so much more. We have clients in China, India and South Africa where such pure water is needed, so part of our purpose as a company is sharing that brilliant resource with those markets that really need it.



"Water security is such a big issue these days," says Andy, "and in the UK health is increasingly important to consumers. We've all woken up to the value of our natural resources and the importance of protecting our own wellbeing with the water we drink. Our research shows that even with pressure on household budgets people are prepared to pay that little bit extra to get a product that protects their health. Post-pandemic I think the market has changed, especially as demand moves away from the more sugary end of the market."

As interest concentrates around healthier forms of refreshment, the unique story behind Avalis Glacier Water really engages. "Consumers are becoming far more educated about their drinks," says Andy. Avalis is available in a 330ml or 500ml screw-pack Tetrapack, as well as 750ml, 500ml and 330ml glass bottles in both still and sparkling. "We're looking at a retail six-pack at the moment," says Andy, but both sizes work just as well whether in a chiller or a standard shelving fixture."

> "We've all woken up to the value of our natural resources and the importance of protecting our own wellbeing with the water we drink. Our research shows that even with pressure on household budgets people are prepared to pay that little bit extra to get a product that protects their health"

SAY YES TO THE PRESS

Simply pressed juices just got supersized! Head of taste Micah Carr-Hill shares the secrets of Cawston Press's new serve

Can customers ever get too much of a good thing? Cawston Press doesn't think so, hence its new 750ml glass bottles range (with its signature Sparkling Rhubarb at its heart, of course) to spread the sunshine further this summer. Developed with sharing picnics, barbecues and summer entertaining in mind, each bottle lives up to Cawston Press's motto: 'made with pressed fruit, no jiggery pokery'. But what does that mean?

License to taste

Micah Carr-Hill is the man to ask. At the heart of every NPD project and recipe development, Micah knows Cawston's carbonated drinks inside out. "By using the best quality ingredients – not-from-concentrate [NFC] juice rather than from concentrate [FC], the most natural tasting flavours and extracts – you are giving yourself a head start." And Cawston does just that, calling on Micah's expertise (he's worked in food science and NPD for 25 years) to perfectly balance taste and flavour. "Working with natural products that fluctuate in taste and flavour from one harvest to the next can provide a challenge, but it's something that can be compensated for by adjusting the recipe."

Those skills have been important in retaining the beloved juice drinks' flavour during a period of gentle reformulation to lower the sugar content. "It was interesting to see that most drink brands went the way of the sweetener when the sugar levy was introduced," says Micah. "When I reformulated the Cawston Press drinks before the levy was introduced, I looked at all options, including sugar, not-from-concentrate [NFC] and from concentrate [FC] fruit juices, sweeteners and sweet taste enhancers. The sweeteners and enhancers were dismissed pretty quickly because, to me, all of these have an unacceptable aftertaste. Using pressed, NFC fruit juice gives a clean sweetness with some weight."

Picked and pressed

Given that the whole range is made from pressed fruit with no added sugars or sweeteners, every single SKU – cans, 250ml sparkling bottles, 750ml bottles, one-litre juices and kids' fruit waters – is developed with those holistic characteristics of the fruit rather than isolated components. "Again, to me it's all about using the best, highest quality ingredients you can afford," says Micah, pointing out that using NFCs and the best natural extracts and flavours makes Cawston Press ingredient costs proportionally higher than the norm. So what about tricky ingredients like its signature rhubarb, a flavour which some manufacturers seem to struggle to nail? "I don't believe rhubarb presents a particular challenge," says Micah. "It's about balancing first the tastes – sweet, sour and bitter in the case of fizzy drinks – then the flavours. If the drink appears too sweet and not sharp enough during development then it can be easily adjusted."

"Likewise with elderflower: at Cawston Press we use an infusion that's made simply from only elderflowers and water. The recipe is also incredibly important, and balance is even more tricky than with the other Cawston Press sparkling drinks as the Elderflower Lemonade has two main flavours to balance, either of which can easily dominate if not added in the correct amounts."

The love, care and attention that's poured into every bottle, can and carton of Cawston Press really does come through in the final sip.



THE CAWSTON PRESS RHUBARB NEGRONI

1 In an ice filled glass, stir together 25ml each of gin, Campari and Martini Rosso.

2 Top with Cawston Press Sparkling Rhubarb and garnish with a slice of orange to garnish.



> By using the best quality ingredients you are giving yourself a head start

Pressed & POPPED

NEW 750ML (SHARING) BOTTLES



MADE WITH PRESSED FRUIT,
NEVER FROM CONCENTRATE,
NO ARTIFICIAL STUFF, NO SHORTCUTS
AND ALL 100% RECYCLABLE









GO WILD!

Is your kids' drinks section working hard enough for you, them and the planet? Tahi Grant-Sturgis of Jamu Wild Kids has just the solution

We all know that the adult soft drinks market has been through huge change in recent years, with sugar and artificial additives being shipped out and clean label flavours and functional ingredients bought in. But have kids' drinks lagged behind?

That's the experience of Tahi Grant-Sturgis, an experienced chef for whom parenthood made clear a gaping hole in the market. "Out and about with the kids I'd look down the drinks menu and think 'No, no, no…'" says Tahi. "Our two young children are both neurodivergent so for me managing that has meant digging into their nutrition; exploring triggers for behavioural episodes. And sugar is like kryptonite for kids."

A sweeter proposition

While the dangers of sugar are often framed in terms of obesity, many consumers like Tahi know the impact on cognitive function and behaviour can be just as damaging. "The effects of sugar on our children's health and cognitive function are well documented, yet it's hard to find a kid's drink that isn't full of the stuff…or topped up with artificial sweeteners," says Tahi, a native New Zealander who now calls Devon home. "We think it's time to change all that. My generation grew up with the idea that fruit juice was the healthy choice to get all the nutrients and vitamins we needed. We didn't pay much attention to sugar but now we find – particularly with the millennial generation – people really understand that naturally-occurring free sugars have the same effect as refined sugar. And that a glass of apple juice can have six teaspoons of sugar in."

Having previously owned a coffee roastery business Tahi and her husband, Patrick, began formulating a zero sugar drink tasty enough to win over their toughest audience: their kids. "A great drink that was actually healthy for kids was always the central offer," says Tahi. "As we explored the market we started to realise that we could also add some functional health benefits too, so we thought why not?"

Enter the wilderness

The result? Jamu Wild Water, a zero sugar, functional drink for kids that comes in Sparkling Raspberry, Sparkling Lemon and Sparkling Blood Orange flavours. Launched at the end of February this year, Jamu Wild Water is the first kids' drink to include chicory root inulin, prebiotic fibre, meaning it feeds helpful microbial diversity in the gut. "If you look at the adult category there's been a push towards nootropics," says Tahi, describing the cognitive enhancing ingredients such as caffeine or theanine, or more holistic alternatives like 'adaptogens' such as ginkgo biloba or ginseng. "We have vitamin C and zinc but also botanicals with proven health benefits. Adaptogens that crop up in drinks are often quite foreign and exotic and that's great… but we have them growing on our doorsteps – dandelion, echinacea, nettle… We don't need to put ashwagandha in our drinks when we have these proven and safe for children botanicals here."

While these botanicals don't emerge in the taste profile, they do contribute to the holistic benefits of Jamu Wild Water and to Tahi and Patrick's mission to bring more of our native wilderness into children's lives. "We believe in holistic health, which means taking care of our minds as well as our bodies, so the brand's mission is to help kids (and their parents) reconnect with the magic of the natural world," says Tahi. With 10 per cent of profit donated to rewilding projects and improving access to green spaces, Jamu Wild Water is changing the world one can at a time.

> "We believe in holistic health, which means taking care of our minds as well as our bodies, so the brand's mission is to help kids (and their parents) reconnect with the magic of the natural world"

KIDS NEED NATURE, PARENTS WANT CHOICE!



36% of adults agree there's not enough choice when buying drinks for kids out of home.* We're here to change all that. Our naturally flavoured sparkling botanical water is a wild and wonderful alternative to sugary flavoured drinks.

Created for healthier kids and happier parents.

ZERO SUGAR

ARTIFICIAL ZERO SWEETENERS

100% NATURAL

VIT C & ZINC IMMUNITY SUPPORT

PREBIOTIC PLANT FIBRE

FULLY RECYCLABLE PACKAGING

10% TO NATURE

HFSS COMPLIANT ✓

jamuwildwater.co.uk

@jamuwildwater

JAMU WILD WATER

#REWILD YOUR CHILD

* Mintel, 2020

K KOMBUCHA

Riding high on the coat tails of the boom in functionality, health-consciousness and experimentation, kombucha has been a popular alternative to sugar-laden soft drinks for a few years now – and its sales show no signs of waning. Delicious flavour options abound, from straight-up classic to ginger and botanical-infused to fun and fruity.





TEAPIGS ORIGINAL KOMBUCHA
ACraft brewed kombucha made with award winning teapigs teas.
teapigs.co.uk



JARR GINGER KOMBUCHA
A blend of organic oolong and green tea, organic cane sugar and a symbiotic culture of bacteria and yeast with added organic, cold-pressed Peruvian Ginger root for flavour.
jarrkombucha.com



EQUINOX ORIGINAL KOMBUCHA
Full of naturally occurring vitamins, acids, and beneficial bacteria, this drink is raw, organic and unpasteurised.
equinox kombucha.com

L LIQUEUR

Not just a sweet alcohol to be sipped from tiny glasses post-dinner or as a nightcap, liqueurs have a multitude of uses. They're delicious used within cocktails or dropped into sparkling wine or mixers for a speedy flavour bomb, too – and the great news is that there's a kaleidoscope of flavours out there to explore.



GIN BOTHY RASPBERRY GIN LIQUEUR
Created using Gin Bothy spirit with added fresh Scottish raspberries handpicked locally.
ginbothy.com

SLOEMOTION AND SORTED FOOD STRAWBERRY GIN LIQUEUR
A combination of surplus strawberries, hedgerow botanicals, vanilla and black pepper.
sloemotion distillery.com





LONDON TO LIMA MULBERRY & COCA GIN LIQUEUR
Distilled with Peruvian Quebranta grapes and infused with hand-picked Peruvian mulberries and Amazonian coca leaves, along with a drizzle of wild honey.
nichealcohol supplies.com

M MIXERS

The rise of at-home cocktail making meant that shoppers are keeping their eyes out for interesting mixers; a mass-produced Indian Tonic Water as the only choice at a party just won't cut it any more. Look for flavourful tonic waters, quality soft drinks – think colas and lemonades – and options that are ready to be blended with a spirit.

LA MORTICIENNE LEMONADE
Artisanal French lemonade made with local spring water, pure cane sugar and natural flavours.
empirebespoke foods.com





BLOODY BENS BLOODY MARY MIX
A blend of 22 herbs and spices that allows people at home to make the best Bloody Mary quicker.
bloodybens.com

MARLISH ENGLISH TONIC WATE
A unique sugar-free tonic with a delicately sweet floral taste that compliments great spirits rather than overpowering them.
marlish.co.uk



NO ADDED SUGAR

The UK is leading the way with no added sugar food and drink launches, according to research from Mintel. Innovation is booming in this market, with producers looking at alternatives to sugar such as plant-based sweetener Stevia, and functional fibres such as inulin. As customers increasingly look for healthier options, stocking a wide range of no added sugar drinks will target conscious consumers and ensure everyone is catered for.

ORANGE

Orange is the colour of summer, reminiscent of sipping ice-cold Aperol Spritz on a sun-drenched Italian veranda. Orange gins, vodkas and even whiskies make the perfect addition to any stock list. When it comes to soft drinks, it's the UK's favourite flavour, with almost two-thirds of the market being held by orange juice in 2020 according to Statistica.



EDINBURGH GIN ORANGE AND BASIL
Handcrafted gin using a blend of traditional botanicals mixed with sweet orange peel and fresh basil leaf.
edinburghgin.com



FOLKINGTON'S PURE-SQUEEZED ORANGE JUICE
Made from late-harvested Valencia Late oranges, noted for their intense and sweet flavour, grown by farming co-operatives.
folkingtons.com



BEVIAMO! ITALIAN SPRITZ
A blend of bitter liqueur, Italian wine and soda water to create a refreshing take on the classic cocktail which will transport you straight to summer.
beviamodrinks.com

PORT

While traditionally associated with Christmas and cheese, the ruby-coloured fortified wine has evolved over the past couple of years. In fact, arguably the best port – which is produced exclusively in the Douro Valley of Portugal – is the drink of the moment and is increasingly being enjoyed as a long drink, as well as the more traditional digestif. With only half the alcohol content of vodka or gin, port is now touted as a lower-alcohol option with a myriad of ways to drink it. When deciding what to stock, look to offer a variety at differing price points including vintage, ruby and reserve port.



THE OVERALL **CONSUMPTION** OF **SWEETENERS** IN THE **UNITED KINGDOM** INCREASED TO **125.8 MILLION KILOGRAMS** IN **2021**

SOURCE: STATISTICA



BRECKLAND ORCHARD PEAR AND ELDERFLOWER POSH POP
A carbonated soft drink made with pear juice and elderflower extract. The refreshing pear balances with the floral elderflower for a delicious summer drink.
brecklandorchard.co.uk



BELVOIR FARM FLORAL FIZZ
In this botanical soda, hand-picked elderflowers are blended with delicate hibiscus and geranium petal extracts for a delightfully floral fizz.
belvoirfarm.co.uk



DALSTON'S RHUBARB SODA
Healthier soda, blended with real squeezed tart rhubarb for a fruity hit of flavour.
dalstons.com

POSH POP

Adult soft drinks are gaining traction as consumers increasingly become mindful drinkers and include non-alcoholic options on their nights out. For special occasions, customers don't just want the usual fizzy options, they want premium softs, so fine food retailers are in a prime position to profit from the alcohol-free boom. With plenty to celebrate this year, stocking a selection of posh pops will surely lead to success.



VITAMIN-PACKED FLAVOUR

A health-forward offer could be just the tonic your sales need and Steve Norris of Get More Vits has just the thing...

How much does the health category impact on your custom? Well, as purveyors of high-quality, strong provenance food and drink you may have been tapping into the health market for longer than you know. Customers rejecting the ultra-processed options at their local Lidl will almost certainly believe that their bodies, as well as their tastebuds, deserve better.

And the scales may be tipping further in favour of drinks that deliver on purity and nutrition, rather than taste alone. "The functional drinks category is ever-growing year-on-year, with consumers increasingly seeking out drinks that simply give them more," says director Steve Norris. "Often people think healthier drink choices or functional drinks may mean you have to compromise on taste. At Get More Vits we aim to meet both requirements and primarily deliver a great-tasting fruity soft drink but also give the consumer a daily dose of essential vitamins too."

Founded in 2013, Get More Vits makes sugar-free, low-calorie vitamin drinks from UK-sourced spring water and natural fruit flavours with a simple USP: each drink contains added vitamins. The result? A range of drinks that's not only tasty and refreshing but also gives consumers the feelgood factor as they make a positive choice for their health. Indeed, the company is finding that post-pandemic the buying public is much more receptive to its message. "Multiple studies published in the media have highlighted the importance of supplementing vitamin D in our diets," says Steve. "Not just during the winter months but year-round. Our vitamin D drink is a delicious and easy way to get a daily dose of 10 micrograms, as advised by Public Health England."

So, could your customers respond to this range? "We don't have a set core demographic for our products and we try not to label one either," says Steve. "We have a full range of drinks including 330ml cans, 500ml fully recyclable bottles and 330ml kids drinks so we have something for everyone."



> "The functional drinks category is ever-growing year-on-year, with consumers increasingly seeking out drinks that simply give them more"



WALKING THE TALK

Always a few steps ahead of the crowd, Folkington's is still going the extra mile to minimise the full climate impact of making exceptional drinks



Standing out above the noise of a busy marketplace isn't always easy. After 12 years making terroir-driven fruit juices and soft drinks, Folkington's stakes its reputation on one simple fact: that good will out. Take its work on sustainability: in a world where a thin veneer of greenwash has become de rigueur, Folkington's is encouraging its stockists and consumers to take a deep dive into the impact of its whole operation. "We go back to the same growers and growing communities year after year," says founder Paul Bendit, "sticking to the same varieties of fruit for a consistency of quality and taste. It also means we have a better understanding of the efforts our supply chain are making to minimise their climate impact. No food and drink maker can magic a low-carbon business overnight but by taking a responsible approach we're genuinely making great strides."

So while some juice brands give woolly assurances about their use of wonky fruit (juicers have traditionally worked with grade B produce) Folkington's can tell you exactly what the Valencian growers of its early-cropping Salustiana and Navelina oranges, along with their pressing and bottling companies, are doing to reduce waste and cut energy use. And not only has Folkington's attained carbon neutral certification for its own activities and the energy it buys (known as Scope 1 and 2), it's taken an unusual extra step. "A company like ours only has to report these two tiny little parts of our business, and offset them to claim carbon neutrality," says Paul. "We don't think that's enough. So we also calculate and offset our 'Scope 3' emissions for all the logistics services we're provided with from factory to warehouse and finally to our customers, because that's 95% of our carbon emissions." Why go this extra mile? "We all have a responsibility for the environment; if the consumer can see right the way through the chain to us, the producer, and give credit to the outlet that's selling them the drink, then that's good for everybody."





QUIRKY

Drinks are going quirky in 2022, with weird and wonderful flavours emerging across the UK market. After two years of lockdown, consumers are looking to branch out this year and try new combinations and modern twists. Stocking a variety of classic and quirky alternatives this year will ensure your offering suits every drink cabinet.



TINY REBEL PUMP UP THE JAM
Pump up the Jam combines sweet jam flavours with a bready malt base. It's a jam doughnut in a pint glass – sure to be a hit with any sweet-toothed customers.
tinyrebel.co.uk



CHARLES BUTLER CLOTTED CREAM TOFFEE LIQUEUR
Charles Butler uses their own Clotted Cream Toffee to create a deeply unctuous clotted cream toffee liqueur which simply begs to be enjoyed either neat or with a mixer.
charles-butler.co.uk



JITTERBUG ORANGE JIVE
An exotic tasting seltzer, made from real oranges and lemons with a healthy dash of apple cider vinegar, distilled botanicals and sparkling water for a velvety delight for your taste buds.
jitterbug.life

RETRO

The pandemic sparked a revival of nostalgic and retro flavours, which provided a notion of comfort and familiarity for those plunged into the unknown due to the unprecedented nature of lockdown. The best way to please the masses this year is to stock a hearty mix of innovative, trend-led flavour combinations, reliable classics and modern reinventions of familiar favourites. Try keeping your shelves full of retro flavours such as cloudy lemonade, cola, cherry and shandy.



READY-TO-DRINK (RTD)

As the sun begins to shine it will be cocktails, flavoured alcoholic beverages and RTDs that come out in force. Nielsen IQ reported that RTDs are continuing to gain popularity despite a return to restaurants, bars and venues, and have seen a growth of 15.1% in 2021. The top cocktail in terms of value growth was the Pornstar Martini, with Strawberry Daiquiri and Piña Colada also making it into the top 10. RTDs' growing popularity and summer seasonality provide a huge opportunity for independent retailers. The main selling point of RTDs is convenience, but according to Beverage Dynamics, convenience alone is no longer enough for today's consumers – they want premium quality in a can. This summer, look to stock bar-quality RTDs that offer something more than just convenience.

THOMAS TIPPLE APERITIF SPRITZ
An Italian style pre-mixed aperitif spritz cocktail in a can made with only natural ingredients, replicating the high quality of drinks served in bars across the world from home.
thomastipple.com



LOLLIPOP ESPRESSO MARTINI
A classic cocktail made to bar quality standards, featuring vodka, organic espresso and coffee liquor. It also provides a hefty alcohol value at 15%, unlike watered-down 4-5% cocktails at the multiples.
wearelollipop.co.uk



SIPFUL PEACH BELLINI
Inspired by Italian getaways, sipping on bellinis in the hot Venetian sun, using 100% natural peach juice and mixed with Spanish bubbles.
sipful-drinks.com



RUM

The UK rum market saw gains of 1.7% in the on-trade to January 2022 when compared with 2019 and has become the third-largest rum market in the world, according to a recent report by the Campari Group UK. The category is huge, ranging from white, black, dark, aged, spiced and flavoured rums. Although Britain is not yet widely known for its rum production, many distilleries are turning their hand to the spirit.



DEVON RUM HONEY SPICED RUM
Hand-crafted in the heart of Devon, using locally sourced wildflower honey, a blend of exotic Caribbean rums, subtle spices and crisp Devonian spring water.
devonrumcompany.com



HAWKSBILL MANGO SPICED RUM
A delicious blend of Caribbean rums from Guyana and Trinidad, charged with a distinctive combination of spices and crafted using real mango fruit that would have otherwise gone to waste.
hawksbillrum.co.uk



RON PIET RUM
Born in Panama, raised in Hamburg, this rum is aged in Bourbon barrels from Panama for 10 years and comes in an eye-catching hexagon-shaped bottle.
ronpiet.de/en

CANNED HEAT

Britain's fieriest spirit is popping up alongside premium mixers in pre-mixed cans



Fire will always have a primal appeal to our senses, and so it was for wine buyer Katherine Jenner and her husband, serviceman Harry Jenner, who were captivated by the experience of a devastating barn fire on Harry's family fruit farm. Inspired by the family's determination to rebuild, in 2017 Katherine and Harry took the leap with an idea they'd long harboured: to create a flavoured rum with robust natural roots rather than the synthetic, sweetened spirits they found in bars. The charred barn – which had been housing toffee apple production – inspired notes of smoke, molasses, apple and burnt treacle in the pot-distilled and oak-aged Guyanese rum the Jenners cold-smoked over the farm's apple wood. Burning Barn was born!

Ready, steady, rum!

Five years on the range has grown, while always staying true to Burning Barn's authentic principles. A growing appetite for alfresco gatherings has inspired a new first for the company: ready-to-drink cans that showcase the three rums – Smoked, Spiced Rum and Honey & Rum – paired with the brand's recommended artisan mixer. Smoked Rum with ginger ale, a spicy, smoky, juicy refreshment and delicious with lime and ice; Honey & Rum Liqueur with real lemonade, a barn-storming, thirst-quenching juice bomb; and Spiced Rum with classic cola, a spice explosion delicious with ice and orange and undoubtedly a level up from the conventional combination.



> "Our mission is to create premium flavoured rums using whole, natural ingredients in a departure from super sweet, mass produced spiced rums"



SELTZERS

Hard seltzers have shot to fame as of late thanks to their grab-and-go ease for picnics, parties and BBQs, low-calorie values and fruity flavours. Not quite a cocktail, hard seltzers are a 'healthier' alternative in terms of their low sugar content so perfect for marketing to health-conscious consumers post-pandemic. While the drink has been widely popular across the pond for years, launches of hard seltzers in the UK only really got going in 2020. But Brits are more than happy to play catch-up, and seltzers are set to be one of the hottest drinks of the summer.



TWO BROOKS PASSION STAR
A fresh take on the popular Pornstar Martini cocktail. It leads with a fragrant aroma of ripe passion fruit, complemented with a delicate palate of sweet and tropical flavours, delivering a bright, fresh flavour.
twobrooks.co.uk



BERCZY PEACH & RASPBERRY
Fresh, fruity and full of flavour, distilled four times to create a pure spirit derived from sugar beet.
berczydrinks.com

SERVED LIME
A refreshing 4% ABV hard seltzer with a crisp, fresh flavour made from wonky limes, and a touch of natural sweetness. Designed for the modern health-conscious consumer, containing just 57 calories and no sugar.
serveddrinks.co.uk





"It's very early days but hard seltzer has certainly arrived in the UK and looks to be here to stay. The big players are pumping money into the category and raising awareness around the benefits [of drinking hard seltzers] to traditional RTD cocktails and G&Ts. It seems to be a huge hit with the UK consumer so far, and all the forecasting shows a very similar growth trajectory to what was seen in the US."

NICK GRAHAM, CO-FOUNDER, BERCZY SELTZER

SPARKLING

The carbonated beverages market is one of the most mature industries across the globe. But to face the growing market challenges and shift in consumer focus, companies are launching new flavours and keeping in mind health and wellness concerns. Moreover, according to Mordor Intelligence, working from home and hybrid working has created a habit of regular consumption of sparkling drinks to make the home office more exciting, which has positively impacted market growth. One of our favourites is Vichy Catalan Naturally Sparking Lemon & Lime Water, a delicious option hailing from Spain.

TEQUILA

Tequila is a spirit for celebration, and as the world finally opens up for good allowing consumers to engage in social occasions again, there is definitely cause for celebration. As we all toast to the 'new normal', tequila provides a spirit perfect for both high-tempo and low-key occasions as new brands and ways to serve the spirit emerge. At Waitrose, sales of tequila have grown by more than 133% over the past two years as shoppers sought to recreate the cocktails they would normally enjoy in bars at home. In particular, premium brands of tequila have experienced the biggest growth in value over the past year, rising from £9.35m to £22.43m according to CGA Strategy. Stocking a range of premium tequilas for different social occasions will ensure all your bases are covered.



"Tequila has gained traction throughout the pandemic, currently gaining 0.3pp share of the spirits category compared with two years ago. The category has tapped into the sentiment of the returning consumer who is wanting to celebrate and make up for lost time, and tequila fits the bill"

PHILLIP MONTOGOMERY, CGA STRATEGY

UNIQUE

With 2022 set to be the year of social occasions, providing something unique for your customers to impress their guests is important. Everyone has a fruity gin and a spiced rum on their drinks trolley by now, but bacon-infused vodka could be a innovative new option for many...



BALLER CHILLI BACON VODKA
A powerful and flavoursome spirit combining spicy warmth with luring hints of bacon. It's definitely unique!
doghousedistillery.com



GIN BOTHY GUNSHOT GIN
A far cry from fruity flavours and vibrant colours, this Gunshot gin is infused with cinnamon, cloves, mixed spices and local honey to give it a very special colour and taste.
ginbothy.com



SHANDY SHACK ELDERFLOWER LAGER TOP
A lively lager topped with a splash of crisp elderflower pressé for a truly unique drinking experience that tastes like chilling on a sun-drenched bench.
shandyshack.co.uk

RIDING A WAVE

Matthieu de Lassus, CEO of fine rum specialist Spiribam, unscrews the cap on a trending category





The UK recently became the third largest market for premium rum in the world, with the last years being particularly dynamic. According to analysts, rum has been 'the spirit of the lockdown' in the UK, with spiced rums leading the trend. Rum was certainly viewed as a vector of escapism for people trapped at home. A lot of people took the opportunity to learn more about this rather unknown category with their first purchase of super premium rums, maybe buying their first shaker to bring home the spirit of their favourite bar. One of the main results was the accelerated premiumisation of this category, with consumers now ready to spend more for a better product.

According to Nielsen and CGA, this trend has continued post lockdown with sales for premium rum in the off trade showing a massive 18% increase in 2021 while standard rum has been slowly declining. For so long, rum has been the 'next been thing' within spirits. The wave took longer than expected to land on our shores, but it seems now that the time has eventually arrived for premium and super premium rums to thrive in the UK. Demand has never been so high, which makes me very optimistic for the forthcoming months and years.

While our Beach House gold rum has long been enjoyed mostly neat by its first adopters, we believe this versatile range is at its best in cocktails or long drinks. Mixed with tonic, Beach House is a wonderfully refreshing alternative to G&T. Our target audience is quite young (20 to 35 years), dynamic and mostly female, so we pride ourselves on our saying that Beach House is more than just a spiced rum; it's a state of mind. With each bottle, we invite free spirits to escape from everyday life, to take a break and discover a world that has yet to be explored: the world of spiced rums.

> "Beach House is more than just a spiced rum; it's a state of mind"



VEGAN

The vegan food and drink market has exploded over the past few years, and it hasn't stopped at meat and dairy alternatives. Veganism has gone hard (liquor). Now, producers are spiking plant-based milk with alcohol to create a creamy, dairy-free alcoholic drink. With more and more consumers ditching cow's milk, it's time to start stocking oat, soya and coconut options.



PANTHER M*LK STRAWBERRY
A blend of premium spirits including pink gin, crème de fraise, spiced and white rum, and brandy with oat m*lk and condensed oat m*lk.
panthermilk.com





DIRTY COW CARAMEL BOMBSHELL
Dirty Cows Plant-Based Cre*m Liqueur is silky and smooth with flavours of French caramel and wild vanilla.
dirtycowchocolate.com

LICOR 43 HORCHATA
The delicate fusion of traditional horchata from Valencia & Licor 43 Original makes a deliciously light, silky Spanish liqueur.
licor43.com

VODKA

According to CGA Strategy, there continues to be growth in the vodka category, including flavoured varieties. While flavoured vodkas only account for 7% of total vodka sales, cocktail trends and the profusion of flavoured gins have helped them to increase their share slightly in the last few years. In fact, sales of gin have noticeably decreased in recent months, and experts have suggested that vodka could be taking over. 48% of vodka consumers are aged 18-34, and are more likely to choose flavoured options over traditional.



MASONS OF YORKSHIRE EXPRESSO VODKA
Slowly distilled for smoothness and delicately nuanced with vapour-infused coffee beans from El Salvador.
masonsofyorkshire.co.uk

WILDJAC FRESH CITRUS VODKA
This fresh and zesty spirit features crisp lemon and grapefruit and is infused with warm orange and elderflower, to form a beautifully smooth, citrus English vodka.
wildjac.co.uk



EAST LONDON VODKA
Smooth and creamy in taste and bold in spirit, this East London vodka is made from 100% British wheat. Equally amazing served with soda and lime, in a martini or chilled on its own.
eastlondonliquor company.com



> "Plant-based beverages are in a great position to take advantage of the expanding trend. In recent years, the plant-based trend has exploded in popularity in the beverage industry, and these beverages have a health halo that makes them a great platform for functional additives"

SOURCE: FUTURE MARKET INSIGHTS

WHISKY

Whisky may be a spirit steeped in tradition, but in 2022 the traditional drink has been given a refresh. Consumers are looking for exotic, fresh flavours in their whisky such as Mediterranean orange and Japanese yuzu to help them travel the world in a glass. Whisky drinkers are also getting younger, as more millennials jump on the sophisticated spirit and experiment with subscription boxes and cocktails. But whatever the age category, consumers are still opting for premium options, so there is plenty of scope for fine food retailers.

HOLYROOD JAPANESE SAKE YEAST NEW MAKE SPIRIT
This limited-edition whisky features notes of strawberries, apricots, malt and a slight smokiness.
holyrooddistillery.co.uk





SACRED ORANGE WHISKY LIQUEUR
Fine English whisky blended with Spanish sweet orange peel, Indonesian Cubeb and Vietnamese star anise.
sacredgin.com

NC'NEAN ORGANIC SINGLE MALT WHISKY
A smooth and elegant whisky with flavours of citrus, peach, apricot and spice.
ncnean.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 global warming, English wine can now be produced with fewer of the weather barriers that Brits are used to. Keeping it local with producers such as Fox & Fox, The Uncommon, and Terningham Wines could be the way to upsell wine.

X-RATED

As consumers increasingly look to engage in social drinking and make up for time lost over the pandemic, high alcohol content drinks are becoming increasingly popular. High ABV beers have flooded the market, with top-quality options leading the way. Premium brewed beers such as Beavertown's Double Chin Double Neck Oil (8.6%), Thornbridge Brewery's Necessary Evil (13%) and Meantime's London IPA (7.4%) come with craft credentials and high ABVs, with their drinkers relishing every sip rather than powering through pints as they would with session ales.

YUZU

Exciting and exotic citrus flavours are taking over the drinks market, from yuzu to blood orange and mandarin to pink grapefruit. Originating from East Asia, yuzu is particularly sought after. It has a refreshing and slightly floral taste, and is frequently blended with mint, lemon and ginger for a nuanced drink.



ARTISAN DRINKS CO. YUZU TOKYO TONIC
Inspired by one of the world's most vibrant and creative cities, this oriental fusion combines effervescent yuzu with aromatic black pepper and the warming notes of coriander.
artisandrinks.com



SANSU YUZU SELTZER
Carbonated spring water from the rolling hills of Herefordshire infused with raw yuzu juice, with a drop of yuzu peel extract added to enliven the zest.
terranamdo.com



PERFECT TED SPARKLING MATCHA PINEAPPLE YUZU
A refreshing all-natural energy drink using real yuzu juice, not from concentrate, and organic, ceremonial grade matcha.
perfectted.com

PRODUCER SPOTLIGHT

FUNGTN

Fungtn is the first alcohol-free craft beer range brewed with mushrooms. An award-winning craft beer, brewed with super food mushrooms for a more mindful beer. Functional mushrooms have been used in health and wellness for thousands of years and are coming back into the mainstream as people look to the foods and drink they consume to help make more conscious choices and empower health.
fungtn.com





"Taste trumps everything. So, when we look for an alcohol-free option, we're going to go with the one which gives us the best experience. Retailers who focus on quality alcohol-free drinks are going to do better than those who see it as a gimmick for Dry January, especially with the move towards a 'sober curious' lifestyle that so many people are making"

LUKE BOASE, FOUNDER, LUCKY SAINT

ZERO ALCOHOL

Whether it's a symptom of living through a pandemic where the importance of personal health and wellbeing was thoroughly hammered home or a case of the younger generations setting the trends, the conclusion is the same: no and low alcohol drinks are selling. New research by YouGov has revealed that nearly one in three UK drinkers semi-regularly chose low and no alcohol products in 2021, compared to one in four in 2020. Zero alcohol options are set to become even more popular as the low/no boom continues, and consumers look for premium alternatives to gin, vodka, beers and wines.



REFORMED CHARACTERS PINK GRAPEFRUIT & AROMATIC HERBS
A bold, botanical, non-alcoholic drink that replicates the mouthfeel and complexity of a hard spirit and mixer. Infused with pink grapefruit and aromatic herbs.
reformedcharacters.com



LUCKY SAINT UNFILTERED LAGER
A satisfyingly fruity 0.5% lager with a refreshing, crisp citrus finish. Left unfiltered to allow for maximum flavour without the alcohol content.
luckysaint.co



EVERLEAF MOUNTAIN
A vibrant blend of 12 sustainably sourced botanicals carefully chosen to capture mountain flavours including cherry blossom, rosehip and strawberry. Crafted for pink gin drinkers.
everleafdrinks.com

THE REAL DEAL

As Claire Martinsen's posh pop brand hits 13, she reflects on a range with a truly independent heart







If you could start today running a drinks brand that worked perfectly for stockists like you, and your counterparts across the nation, what would it look like? How would it work?

Chances are it might look a lot like Breckland Orchard, the soft drink company set up 13 years ago by Claire Martinsen and still run by Claire and her family to meet one ambitious goal. "My aim is to make the best soft drink ever, that makes the customer really smile and say, 'Wow, that was just really lovely,'" says Claire. " So that means continually making sure our bottles look their best, taste their best, and keep true to our principles. My signature is on the label of every single one. I'm out front and centre and I've really nailed my flag to this mast."

An indie exclusive

Claire's 'posh pops' really do deliver; her 15 flavours encapsulate quintessentially British botanicals with a twist: Strawberry & Rhubarb; Plum & Cherry; Dandelion & Burdock; Pear & Elderflower, and many more. With a wide range of zero sugar options too they've become a popular choice for farm shops, delis, garden centres and cafés across the UK. "When we started out and made clear we'll never be in the supermarkets people said 'Oh you will one day! Everyone starts out in the speciality sector but when they want to start doing big numbers they go to Tesco.' Well no, we won't do that. Our promise is on our packaging."

In a marketplace built on profit, trends and growth, Claire is unusually passionate about this commitment to remain exclusive to independent stockists. "I've always genuinely wanted to build a business on trust, reliability and authenticity, and I'm really proud of that," she says. "We could have changed direction a number of times over the years but this is what we're about. We sell to people who are really passionate about food and drink – that's our core market. We get amazing feedback from them and really love those relationships we've built. It's great; we'd love to work with more stockists in this amazing indie community!"

A family affair

Sticking to their original principles is a big deal for Breckland Orchard; for Claire, delivering a really good product and service to her stockists involves a very personal touch. "We're a really small business so when people phone up it's often me that takes the call," she explains. "There's no social media agency; there are no angel investors waiting in the wings... it's all just us! It matters to us to be authentic; we are what we say we are, we try to do what we've said we will. We try to treat everyone we deal with as we'd like to be treated ourselves, so we look after people well. I've always thought that's the right way to run my business and it still is after 13 years."



Growing her vision means Breckland Orchard's range is always evolving. This spring Claire launched three new flavours – Craft Cola, Zero Sugar Apple & Rhubarb, and a Zero Sugar Raspberry Lemonade – which are available to order from wholesalers.

Each was a response to customer feedback. "We're small and nimble so we really listen to what people want," she says simply. "some people love zero sugar, others prefer our classic range... we make a variety so there's something for everybody." Her labels have been given a glow-up, bringing a little more colour and crisper messaging. In all, Breckland Orchard is ready for the next 13 years. "We're really proud that we've got a great product," says Claire. Here's to a true independent spirit!

> "My aim is to make the best soft drink ever, that makes the customer really smile and say, 'Wow, that was just really lovely'"

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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Q21 GLACIER WATER ORIGINATES FROM THE HEIGHTS OF ICELAND'S FAMOUS EYJAFJALLAJÖKULL GLACIER. THE WATER FLOWS FREELY FROM GLACIER TO GLASS, GUARANTEEING IT'S PURITY AND CRISP DISTINCTIVE TASTE.



NATURAL & SUSTAINABLE

THE GLACIER WATER IS SUSTAINABLY HARVESTED THROUGH A UNIQUE GRAVITY POWERED PROCESS THAT TAKES A FRACTION OF WHAT IS NATURALLY REPLENISHED.



ICELANDIC SPIRIT

Q21 GLACIER WATER EMBODIES ALL ASPECTS OF ICELANDIC LIFE, NOT ONLY SHAPING THE COUNTRY'S LANDSCAPE BUT REVEALING THE CHARACTER OF THE PEOPLE WHO LIVE THERE: PURE AND STRONG.

