NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK

DRINKS BUYER

MAGAZINE

2025

From the publishers of SPECIALITY FOOD

#Bubbles With Benefits®



WILD LIFE BOTANICALS

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WELCOME TO DRINKS BUYER



Welcome to the 2025 edition of *Drinks Buyer*, brought to you by the team behind *Speciality Food*.

Just as the drinks industry is ever-evolving we have revamped this publication to be more useful and inspirational than ever before. We have grouped a wide range of exciting new products into trending categories, meaning that you can navigate your drinks strategy with ease, and shared vital intel from across the artisan drinks sector to set you on the path to success.

We've also spoken to some of our favourite drinks brands in the industry today to find out how they are quenching consumers' thirst with delicious new products that pack a sales punch.

I hope you find it a refreshing read.

HOLLY SHACKLETON | EDITOR

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£2.1 BILLION
THE VALUE OF THE UK SOFT DRINKS MARKET

"English whisky is definitely a category to watch as a lot of new make was laid into barrels during the gin boom, and will now have reached the three-year maturation period for first release as a whisky. As the liquid continues to mature, we expect to see more and more special releases followed by aged statements"



LISA HALSTEAD, BUYER, MASTER OF MALT

GROWTH FACTORS IN THE UK ALCOHOLIC DRINKS MARKET

- **Premiumisation and innovation** – Premium alcoholic drinks account for around a third of sales, driven by craft beer, artisan spirits and bespoke cocktail experiences
- **Wellness** – Growing awareness of health has spurred demand for low and no-alcohol drinks; there's been 15% year-on-year growth in the low-alcohol beer and spirits sector in 2023
- **A digital era** – Online retail and direct-to-consumer sales have transformed the way consumers buy alcoholic beverages

TRACEDATA RESEARCH



'**74%** OF UK **ADULTS** ACTIVELY **MODERATED** THEIR **ALCOHOL** INTAKE IN **2024**, WITH **56%** PLANNING TO **REDUCE** CONSUMPTION FURTHER. THIS SHIFT CREATES A GOLDEN **OPPORTUNITY** FOR VENUES TO **DIVERSIFY** THEIR **NON-ALCOHOLIC** OFFERINGS'

GREENE KING VALUE FOR VENUES REPORT



POP CULTURE

The move towards moderation (or skipping alcohol entirely) has inspired a great deal of innovation in the soft drinks industry. Consumers are lapping up this new wave of juices, craft sodas, alcohol-free spirits and beers, cordials and juice shots, keen to explore unique flavour combinations and formats from fancy iced tea to reimaginings of childhood classics

We love a cordial in the UK. Richer, spicier flavours will be warmed on the stove to take off the winter chill, while bright, fresh varieties can be showcased in myriad ways. Stirred in still or sparkling water. As a fanciful finish to a glass of bubbly. Or even drizzled liberally over puddings and fresh fruit. Consumers are loving either nostalgic, traditional, botanical tastes, or a hint of the tropics right now. Whether at the gym, on the school run, or at the office, shoppers can't get enough of health shots, as a nifty, quick way to dose up on key nutrients. And HFSS regulations have perhaps impacted the soft drinks market most, inspiring a new generation of brands to formulate drinks that are either low in or free from sugar. One of the most exciting areas of growth is in flavoured water. Often containing zero calories, they've got mass appeal – particularly amongst parents wanting to limit the amount of sugar their children consume.

CRAFT SODA



JOLLY'S PINK LEMONADE
Cornish spring water mingles with strawberries and a hint of vanilla for a burst of sweetness. Serve chilled over ice with a few fresh berries.
jollysdrinks.co.uk

RAPSCALLION SODA CRANACHAN
The classic Scottish pud in a can. Crushed fresh raspberries are elevated with toasted oats, lemon zest and star anise. Made in Scotland with a fruit to can ethos – never from concentrate.
rapscallionsoda.com





IDYLL WILD GOOSEBERRY
Tart British gooseberries from small farms blend with tannic, earthy wild rooibos from Rare Tea Co in this elegant soda.
idyll-drinks.com

PRIORITISING PACKAGING

Mintel's 2024 report on the British soft drinks market showed consumers were most concerned about packaging in the category. There is a shift towards wanting to reduce single-use packaging, so this is something retailers should seriously consider before stocking.



GO NATURAL

'The fruit beverages market is witnessing high growth due to the shift in consumer preference toward natural, healthy options. People are more conscious about lifestyle and health and thus clearly demanding the drinks made of natural ingredients and free from artificial additives. The trend is pushing the fruit beverages market forward since the consumers look for healthier alternatives to sweet drinks and sodas'

METASTAT INSIGHT

GOURMET CORDIALS



COUNTRY CORDIALS RUBY LEMON
Strawberries, raspberries, blackcurrants and lemon give this pretty cordial – made in small batches in Cornwall – the most fabulous colour.
countrycordials.co.uk



BRISTOL SYRUP COMPANY DISCO GRENADINE
A must for cocktail-making, a stunning addition to sparkling wine, and delicious on its own with water – raspberry and sweet pomegranate burst out of this cordial.
bristolsyrupcompany.com

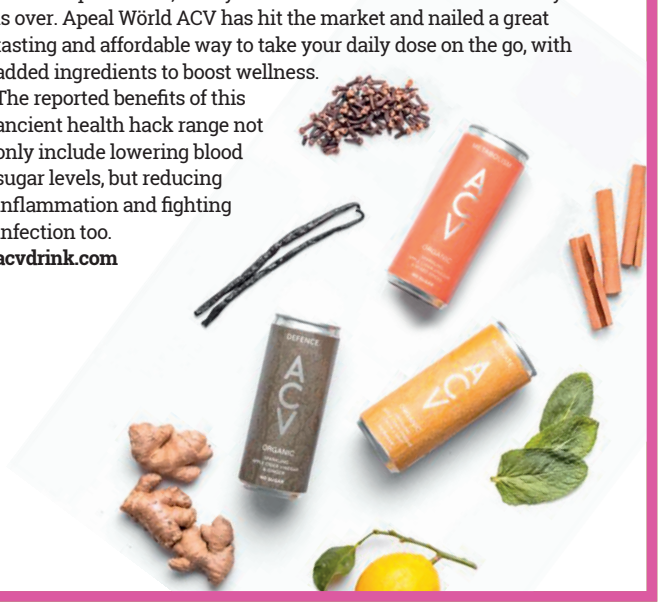


BELVOIR ELDERFLOWER & ROSE CORDIAL
Made to a traditional family recipe with hand-picked elderflowers and rose petal extract. It's beautiful over ripe strawberries and layered in a trifle.
belvoirfarm.co.uk

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



WHAT'S HOT IN **SOFT DRINKS?**

The British Soft Drinks Report, published in 2024, showed that:

- Volume sales of bottled water were up 40.8%
- Dilutables were the second biggest category after carbonated drinks
- Sales of apple, grapefruit and pineapple juice have increased
- Sales of still iced/RTD tea drinks are growing



A **THIRD** OF UK **ADULTS** EXPRESS AN **INTEREST** IN FRUIT **JUICES** OR **SMOOTHIES** MADE WITH **100%** BRITISH **INGREDIENTS**

MINTEL

NEED TO KNOW

Consumers are looking for drinks that offer additional benefits, such as energy boosters, vitamins, and antioxidants. This trend is driven by the desire for convenience and the growing interest in holistic health and wellness

STATISTA

LO AND NO



The low and no market continues to outperform against the majority of traditional alcohol categories, with analysts at the Wine and Spirit Trade Association (WSTA) reporting a 10% decrease in wines and spirits against a 23% rise in low and no last year

The sector even has its own vernacular now. 'Book ending' is starting and finishing your evening with a non-alcoholic beverage, while 'zebra striping' involves alternating between alcoholic and non-alcoholic drinks.

The future seems bright for the non-alcoholic sector, says expert Chris Hannaway. "I think we can expect more functionality, such as low calorie, to be brought into the low/no category – as we have seen be successful in the soft drinks market in recent years. 'Mid-strength' could represent the next big growth opportunity for retailers, as many consumers seek out a greater variety of moderation options – not just 'all or nothing'.

"Meanwhile, recent duty changes have given mid-strength brands the opportunity to pass on lower prices to retailers and consumers, which should be attractive in the current economy."

FLAVOURED WATER

CANS CHERRY
Pure sparkling water from the Alps and real fruit juice – that's it. No added sugar, sweeteners or anything artificial.
cans.co.uk





MARLISH SPARKLING SICILIAN LEMON
Handmade and canned at source in Northumberland. Marlish blends slowly filtered spring water with natural Sicilian lemon extracts and oils. Less than 4 calories per can.
marlish.co.uk

BREWING CHANGE

Suma's rebranded speciality Fairtrade coffee spells a new era for hot drinks



Suma Wholefoods has long been a champion of ethical trade, and its newly rebranded organic Fairtrade coffee range reflects its commitment to fairness and sustainability. More than just a fresh new look, the range represents real investment in farming communities and better livelihoods for growers.

Suma's coffee is sourced from smallholder co-operatives across Latin America, Africa and Southeast Asia, where farmers receive a guaranteed minimum price under Fairtrade certification. This ensures they are not at the mercy of volatile global markets. The additional Fairtrade premium funds essential community projects, such as education and female empowerment in Peru, sustainable agriculture training in Sumatra, and social justice initiatives in Ethiopia.



As a worker-owned co-operative, Suma is dedicated to fair business practices and supporting other co-operatives. Its coffee is grown organically, without synthetic pesticides or fertilisers, protecting both farmers and their land.

The rebrand gives the range a fresh, modern identity while keeping its core values at the forefront. The bold new packaging highlights the coffee's origins and the real impact behind each purchase.

With a choice of blends, from dark, intense espresso to smooth, easy-drinking roasts, Suma's organic Fairtrade coffee delivers on taste while supporting co-operatives that prioritise fair pay and long-term resilience.

By choosing Suma's coffee, consumers are directly supporting farmers and their communities - ensuring a fairer deal for those who grow it.

> "More than just a fresh new look, the range represents real investment in farming communities and better livelihoods for growers"



CONVENIENTLY ORGANIC

James White is sacrificing nothing in its mission to boost on-the-go drinks

For over three decades James White has been crafting delicious organic drinks on its site in Suffolk, and while its range is both innovative and convenient, its team is cutting no corners when it comes to quality.

Its Zingers are right on the trend pulse – a premium pick-me-up a step above the other options available on the convenience market, the four-strong range has been a strong seller since launching in 2015. "As well as our popular Ginger Zinger and Turmeric Zinger we make an extra-hot ginger with double the amount of ginger and a hit of chilli, as well as a Lime & Chilli Zinger with a little more sweetness," says Zoe Lamb, NPD and marketing manager.



"Our most popular product is Beet It, an organic beetroot juice, and Big Tom, a spiced tomato juice, but we also produce a range of apple and vegetable juices." As many of the ingredients as possible are sourced locally before being bottled on-site. "For example," says Zoe, "we source a lot of beetroots from farms nearby in Suffolk and Cambridgeshire."

These suppliers are carefully chosen, with organic credentials playing a large role in James White's sourcing decisions. "We use organic products because we understand the importance of looking after the environment and the world we are in," explains Zoe. "We want to ensure that our products aren't harming that, and that they are the best-tasting that they can be – we have found that organic ingredients simply taste the best."

Pressed, mixed and bottled on-site, James White's flavour-packed range doesn't only offer a solution for shoppers looking for a hit of goodness but also for retailers keen to make convenient savings. "The fact our juices are ambient means that retailers don't need to worry about using valuable refrigerator space, or about shelf life as a lot of our products have a 12-18 month shelf life."

Organic, convenient and bang on trend, James White's range is a perfect fit for discerning independents.





> "We want to ensure that our products are the best-tasting that they can be – and we have found that organic ingredients simply taste the best"









THE AUSSIE WAY

Lost Sheep Coffee's premium RTD products are leading the flock in the canned coffee market

"We've made millions of cups, so we know what it takes to make a really great speciality coffee," says Lost Sheep Coffee founder Stuart Wilson.

Inspired by the 'relaxed but geeky' craft coffee scene in Melbourne, discovered during his travels nearly 15 years ago, Stuart's creative and passionate approach to the industry has made Lost Sheep Coffee a leader in the speciality field, operating numerous coffee shops, as well as a successful wholesale operation.

When it launched in 2012, Lost Sheep Coffee injected new energy into the scene - an energy that was supercharged last year, when the brand introduced a duo of super premium RTD iced coffees in cans – Latte and Mocha - which quickly picked up industry accolades, including gold (Mocha) and bronze (Latte) at the coveted Great British Food Awards.

Most recently a third SKU, Caramel Latte, has joined the family. Each of the cans contains less than 85 calories, half the sugar of leading competitors, is fully ambient and VAT-free (a huge bonus for retailers), and taps into the growing consumer desire for 'clean energy' and functional drinks, being a delicious, natural source of caffeine.





"When we look at the market," Stuart says," the main consumers of canned coffee are Gen Z and Millennials. And data for Gen Z, for example, shows they drink more cold coffee than hot, but are just as discerning about flavour and what they choose as everyone else. What was lacking in the marketplace was a high-end, premium offering."

And that's where Lost Sheep Coffee comes in. "The whole point of Lost Sheep Coffee is to make speciality coffee accessible and totally unpretentious. RTD's are a great way to do that," Stuart continues.

The uniqueness of Lost Sheep Iced Coffee begins with the brand's fully traceable Get To The Hopper blend – a duo of Grade One Brazilian and Colombian beans, renowned as being in the top five in the world for quality.

"It's our take on the classic Melbourne-style coffee we drank in 2011," Stuart explains. "And it's our most popular blend by an absolute country mile. It's a medium roast, with notes of chocolate and caramel.

"It's so important to us to use our own blend. Every single bean used in each can has gone through our roastery, and we can trace them back to the family farms that grow for us."

Unlike other brands, Lost Sheep Coffee freshly grinds, brews and flash chills its coffee for use in their RTD Coffee products. "Most of the drinks on the chiller shelf are made with instant coffee, even the brands you would not expect" Stuart says. "We do not, and will not ever, use instant coffee. There's a massive taste difference, and for us, it means the drink cans have zero bitterness. It's all smooth.

"Customers can just chill, shake and enjoy. They're essentially getting a full barista experience, just like they would in a coffee shop. All with the shake of a can!"

Lost Sheep Iced Coffee is available now from Cotswold Fayre.



LOST SHEEP ICED COFFEE

- Award Winning
- Aussie-style RTD ICED Coffee
- Freshly Ground & Brewed Coffee
- Fully Traceable Speciality Coffee Farm to Can
- Ambient Storage - Display in Drinks Chiller

RRP £2.30-£2.50

Available Direct or Via

COTSWOLD FAYRE

-EST 1999-

enquiries@lostsheepcoffee.com
01227-230444 opt 2



£925 BILLION

THE SALES VALUE OF FERMENTED DRINKS MARKET IN THE UK

STATISTA

DRINKS THAT DO GOOD

Function is everything to today's consumers. They want their food and drink to work harder for them. To deliver health and wellbeing boosting benefits that alleviate symptoms such as stress, tiredness and anxiety

This is a space that's growing at a rate of knots, as existing brands expand and innovate within their ranges, while new businesses claim their stake in functional drinks with exciting products that tap into the very latest trends and science. Topping the functional drink charts are those infused with nootropics (such as mushrooms) which aid both relaxation and focus, CBD (for inflammation and wellbeing), vitamins, minerals and adaptogens for enhanced hormone health, such as magnesium and ashwagandha, and anything that promotes better gut balance. Sugar-laden drinks pumped with artificial colourings are out (even with the traditional younger target consumer) and are being replaced by 'clean' options that offer a natural boost from plant extracts.

HEALTH-BOOSTING



AGUA DE MADRE REMEDIO – TURMERIC & GINGER

A new launch from the kefir brand. This organic fermented elixir is packed with Vitamin C and antioxidants, bringing a sense of comfort with every sip.

aguademadre.co.uk

DR FUNK VITAL EDITION - MANGO & VIOLET

Naturally flavoured with mango and violet, this lightly sparkling drink is bolstered with magnesium and six added vitamins.

drfunk.co.uk





REVIBED PASSIONFRUIT & GINGER

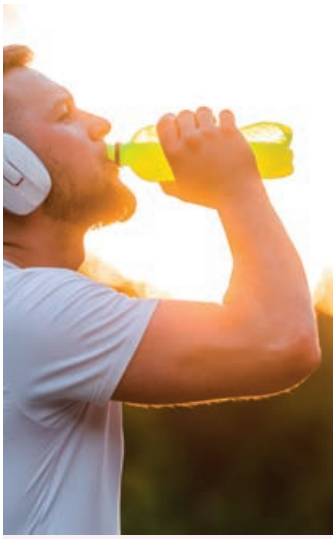
Put a spring in your step by sipping on this superfood infusion, with ginger root, turmeric and black pepper extract. It's 100% natural with no sugar, and only seven calories per serving.

revibeddrinks.com



"We can't get enough CBD products in the door. Consumer knowledge and sophistication around CBD is high, and demand matches this"

LAURA WILLOUGHBY, FOUNDER, CLUB SODA



NATURAL ENERGY

Energy drinks are most frequently being used by the younger generation, who are favouring less artificial varieties to fit in with their healthier lifestyles. Ingredients they're favouring include caffeine derived from cold-pressed coffee, green tea or matcha, L-Theanine, B vitamins, ginseng, guarana, maca root and yerba mate.

FUNCTIONAL



PUNCHY DRINKS BLUEBERRY HYDRATION DRINK
A real thirst quencher, made with real fruit and low in calories. The drink is infused with vitamins and electrolytes, including magnesium, potassium, and Himalayan pink salt.
punchydrinks.com

THREE SPIRITS NIGHTCAP
Indulgent and free from alcohol, this is made using tree saps, aromatic plants and ancient remedies to create a sense of calm.
threespiritdrinks.com





OTTO ELDERFLOWER & JUNIPER CBD SELTZER
A fresh, floral blend of elderflower and juniper, with 25mg of pure OTO CBD, chamomile, ashwagandha and schizandra. Under 12 calories per can, and no added sugar.
ottowellbeing.com

NEED TO KNOW

WHAT'S THE DIFFERENCE BETWEEN A PREBIOTIC AND PROBIOTIC?

Prebiotics: A compound found in foods such as apples, leeks, oats and chicory root that feeds the friendly bacteria in our gut

Probiotic: Live bacteria and yeasts added to food (typically drinks and dairy) to help restore gut balance

PRODUCER SPOTLIGHT

KAYTEA



KAYTEA is a London ice tea brand revolutionising hydration with fusion-inspired cold brew ice teas. The lineup features organic and Fairtrade ready-to-drink ice teas and functional cold brew tea bags infused with electrolytes for optimal hydration. Crafted from premium ingredients, KAYTEA offers refreshing, innovative non-carbonated beverages for health-conscious consumers. Committed to sustainability and ethical sourcing, every sip delivers flavour, functionality and purpose. As demand for functional ice teas grows, KAYTEA serves diverse markets, including office caterers, national retailers, restaurant chains, and the travel industry.
kaytea.co.uk





"**CONSUMERS** IN **2025** OFTEN FEEL **OVERWHELMED** AS A RESULT OF THE **FRANTIC** AND **STRESSFUL** NATURE OF MODERN **LIFE**, WITH **40%** STATING THAT THEY FEEL **ANXIOUS**. THIS IS DRIVING **DEMAND** FOR **BEVERAGES** THAT HELP TO ADDRESS **EMOTIONAL** WELLNESS"

VICKY PAINTER, CONTENT ANALYST, FMCG GURUS

KOMBUCHA

OICHI WHITE GRAPE, VERBENA AND CITRUS
A gorgeous kombucha infusion, with delicate, natural sweetness and a beautiful, aromatic hit of citrus. Wonderful for celebrations.
oichidrinks.co.uk





SUMA SPARKLING PEACH & TURMERIC KOMBUCHA
An all-natural, low calorie kombucha that tastes of summer, with ripe peach mellowed by turmeric.
suma.coop

WHAT ARE FUNCTIONAL MUSHROOMS?

- **Lion's Mane** – Supports NGF (nerve growth factor) in the brain, with potential to help cognitive function and to support immunity and decrease inflammation
- **Reishi** – Known as the 'mushroom of immortality' in Chinese medicine, reishi is thought to support the immune system, kidneys and liver, while alleviating stress and insomnia
- **Shiitake** – A powerhouse of antioxidants, with a high concentration of energy-boosting B vitamins, and Kojic acid, which can help reduce skin pigmentation
- **Chaga** – Stimulates white blood cells to help ward off infections and viruses, and thought to be helpful for the digestive system
- **Cordyceps** – A natural aphrodisiac, used in ancient medicine to boost libido in men and women



GUT-FRIENDLY

DALSTON'S HAPPY GUT – TROPICAL
Pop with perks! As well as having a naturally fruity taste (without added sugar or sweeteners) this drink is powered by 3g of dietary fibre, zinc, magnesium and calcium.
dalstons.com





HAPPY INSIDE STILL POMEGRANATE, LIME & MINT
One of the only non-sparkling gut-friendly drinks on the market, filled with prebiotic fibre and with no added sugar.
happyinsidedrinks.co.uk



BUBBLES WITH BENEFITS

Thanks to award-winning Wild Life Botanicals, non-drinkers can now indulge in extra special moments when they live the wild life

Since its launch in September 2019, Wild Life Botanicals has been delighting non-drinking shoppers with its luxurious sparkling no-alcohol wine rich with health benefits – and its popularity shows no signs of slowing down.

The award-winning 0.5% ABV non-alcoholic fizz, available in Nude and Blush variants, is made extra special with the addition of a health-giving elixir packed with botanicals, vitamins and minerals, meaning that not only do non-drinkers no longer have to feel left out at celebratory gatherings – making do with soft drinks or sparkling water – but they feel indulged and enlivened, too.

Early stockists included the likes of Daylesford Organic, Harrods and Harvey Nichols, as well as a number of high-end hotels and bars, so it's been a wild ride for the Wild Life team since day one.

A dream team

With prior experience in the luxury hospitality industry, and having co-founded the Cornish Sea Salt Company, founder Ellie Bradshaw knows all the tricks of the trade to make a moment feel extra special and has added touches throughout the product to ensure that non-drinkers feel not only catered for but cared for.

This attention to detail was brought to fruition by a dream team of Wild Life supporters – including from renowned chefs Mark Hix and Michael Caines – and experts at the helm of the business, such as the former head of innovation of Innocent Drinks, a wine expert hailing from California's Beringer Wines, a master brewer, a food scientist, and a leading naturopath and medical herbalist.

In a world where not drinking is becoming increasingly popular – and consumers becoming more discerning than ever – the Wild Life team had their work cut out for them when it came to the taste and overall experience of Wild Life's customers. Every detail was carefully considered, all the way down to the bubbles in the glass. "When you remove alcohol from any beverage it loses its viscosity and mouthfeel," says Ellie. "So we needed to create what I call speed bumps so that people would sip Wild Life like a Champagne or Prosecco rather than drink it a soft drink.



A wide and loyal audience

The inspiration to create a non-alcoholic beverage came from Ellie's own lifestyle. "When I worked in hospitality it was almost easier to pour a glass of wine than it was to make a cup of tea, but living in Cornwall and permanently being on speed dial as a mum – there's no Uber in Cornwall! – meant that I wanted something I could enjoy as an adult without the alcohol, calories or slow-down."

Wild Life's appeal extends across age groups, encompassing 20-year-olds who are health-driven up to consumers in their eighties who don't necessarily







want to be tipsy, or are on medication. Indeed, daughters are often "springboarding" the recommendation to their mums, says Ellie.

Special occasions are Wild Life's natural habitat. "Expectant mums and brides-to-be love Wild Life because you can feel indulged without the alcohol – and don't want to be too wobbly going down the aisle! Our proposition is not so much what we take out, it's more about what we put in, in terms of the goodies."

Bubbles with benefits

The process of creating Wild Life begins with a 14% ABV white wine, which is spun to reduce the alcohol content while retaining the trace elements and natural characteristics such as tannins and aromas. "Proudly, we are 95% wine and 5% uplifting elixir of eight active vitamins and minerals and five botanicals," says Ellie. "This contains lemon balm, which is good for gut health; ashwaganda which I call the clever herb as it gives you an energy boost if you're fatigued or help to calm you if you're stressed; rosemary, which is excellent for memory retention; damascene rose which is naturally moost-boosting; and damiana which is a natural aphrodisiac and stimulant."

The wellness credentials don't stop there – Wild Life is further enhanced with the full B set of vitamins, zinc and vitamin C, as well as being 100% vegan and containing 60% fewer calories than Champagne or Prosecco. Indeed, every 125ml glass delivers a minimum 15% of your daily reference intake of the vitamins and minerals in the elixir.

Primed to sell

While the number of consumers who don't drink any alcohol is growing, the opportunity within the marketplace for shoppers who 'zebra stripe' between alcoholic and non-alcoholic drinks is huge – indeed, seven out of 10 British consumers drink in this way. Wild Life offers a deliciously beneficial option for those who 'flex' between categories, says Ellie. "Many of our consumers have an alcoholic drink at weekends and not during the week, and we stratch that itch for a special drink on a school night and at occasions."

Drinks Buyer retailers unsure of where to position Wild Life should take the experience-led advice of Ellie. "It should sit in the beers, wines and spirits aisle," she says. "Wild Life is not a soft drink, but if they have a low or no alcohol section in their BWS aisle that would be ideal." Indeed, with the low and no category outperforming the alcoholic beverages sector in terms of growth, introducing a low/no section to your store would be a smart move.

Wild Life is available in three formats – special occasion-ready bottles (gift packs available), single-serve 20cl bottles and 250ml cans which launched in 2023, "and are ideal for convenience and to-go categories," explains Ellie. The smaller bottles are perfect for single serves, for example when only one individual within a group wants to drink alcohol-free, or when it's midweek and customers just want the one glass to enhance their evening."

We all know the power of attractive packaging and this is something that Wild Life has in droves. Showcasing designs by local Cornish artist Sarah Trewhella, Wild Life undoubtedly stands out on shelf. "The gift packs are not only beautiful but are packed with information about the product, including its benefits, and we can offer POS to help support the sell, too."

It's not just discerning non-drinkers who benefit from Wild Life, the planet does too. "Our cans are fully recyclable, as is the glass we use for our bottles, plus our labels are made by using plant-based inks on recycled paper or paper sourced from sustainably managed forests."

With its plethora of health benefits, beautiful packaging and – above all – top notch taste experience, not to mention a loyal group of customers seeking it out in retail spaces, Wild Life is an exciting new opportunity for forward-thinking retailers.
wildlifebotanicals.co.uk

EDUCATING AROUND **LOW/NO**

Ellie is passionate about educating retailers and consumers about the difference between 0% ABV and 0.5% ABV drinks, which some can consider not to be alcohol-free. "The reality is that there's more alcohol in a burger bun or over ripe banana than there is in a 0.5% ABV drink, and according to British guidelines anything under 1.2% ABV can be classified as non-alcoholic." Containing a trace amount of alcohol affects the overall experience of a drink, she adds, saying that "when we produced Wild Life at 0.0% ABV it was good, but at 0.5% it was better in terms of quality and mouthfeel." For many producers it's a race to zero, but not for me. "It's all about no compromise," she says. "Go for the best drink you can make.



> "Our proposition is not so much what we take out, it's more about what we put in – Wild Life is rich in health benefits and taste, meaning that non-drinkers no longer need to miss out on a special experience"

PRODUCER SPOTLIGHT

ORKNEY GIN

Orkney Gin Company's Sule Skerry Gin – being released in May – is an all-natural, cola-inspired masterpiece that breaks all the rules. Forget the sweetness of traditional cola drinks – this gin captures the deep, complex botanicals of cola with a dry, refreshing finish. Its new Western gin-style approach delivers a unique twist on a classic favourite. Crafted in the wild beauty of Orkney, Sule Skerry Gin takes whole botanicals like orange zest, nutmeg, cardamom, and cinnamon, offering a nostalgic yet sophisticated caramelised finish, while staying true to its juniper roots. The stunning bottle features Orkney's Sule Skerry, the archipelago's most westerly land, a nod to the new-western style of this gin, and Orkney Gin Company's family roots of seafaring, the tall lighthouse offering a guiding light home.
orkneygincompany.com





NEED TO KNOW

SLAM DUNK YOUR **TEQUILA SALES**

According to CGA, tequila sales were up 3.2% in 2024, and growth is reported across other Mexican spirits, from corn whisky to mezcal.

The key difference between mezcal and tequila is that while mezcal can be produced with any number of agave varieties, tequila must be crafted with Weber Blue agave, which imparts its earthy, sweet, fruity flavour.

Look at your labels. Only the best authentic tequila is made in the Mexican regions of Jalisco, Michoacan, Nayarit, Tamaulipas, and Guanajuato.

THAT'S THE SPIRIT

While analysts say there's an overall decline in spirit sales (which peaked during Covid times when anyone and everyone decided to create their own home bars), there are many categories which continue to perform well. Putting in the groundwork and understanding what your customers love and want more of is key

Rum (especially spiced rum) is hitting the spot as producers pay more attention to expressing and marketing the botanicals and spices they use, following in the footsteps of the craft gin industry. Gin, of course, retains its core audience, who are always looking for the 'next big thing' to add to their home collection. And Mexican spirits aren't going anywhere, as the fascination in regional South American cuisine in the UK expands. Those who didn't turn their summerhouse or shed into a pub in the summer of 2020 are more than happy to reach for pre-mixed bottled and canned cocktails, drawn in by those that are bar-strength, made with premium spirits, and (of course) arrive in pretty packaging they're keen to show off at home, at the races, picnics and parties.

SPICED RUM



ROSEMULLION DISTILLERY DARK RUM
Fermented, distilled and aged in Cornwall, this rum has a light spice and botanical profile with richness from molasses.
rosemulliondistillery.com

DUNNET BAY DISTILLERS MAPMAKERS RUM
This house rum is blended with Caribbean rum, Loch Calder water and local botanicals.
dunnetbaydistillers.co.uk





ENGLISH SPIRIT ENGLISH SPICED RUM
The distillery's own Old Salt Rum is infused with 'pixie dust' in the form of hibiscus, red cherries, vanilla and other luxurious botanicals and spices.
englishspirit.uk

SPICE UP **YOUR LIFE**



John Callow of Northern Wine School reflects on the growing market for rum in Britain

The UK has a long history of buying in, ageing and blending rum, or infusing it to make spiced rums. There aren't many other spirits where you can exploit the nuances of 'tropical' (partial ageing in the warmer, humid south America or the Caribbean) and 'continental' (in the cooler less humid climate) ageing in the character of the final product.

Rum has long been touted as the 'next big thing' after gin, and it's finally starting to make waves. It appeals to both neat drinkers looking for a thoughtful sip to savour (offering layers of complexity and a long finish) as well as cocktail enthusiasts looking to

MIXERS



DOUBLE DUTCH POMEGRANATE & BASIL
Glorious with herbal gin or mezcal, this mixer combines sweet and tart pomegranate with the warm, peppery notes of basil.
doubledutchdrinks.com

FITCH & LEEDES PINK TONIC
A delightfully pink drink with subtle hints at rose petals and cucumber. Lovely over ice or mixed with your favourite gin. Also available sugar-free.
fitchandleedes.co.uk





NAVAS GARDEN TONIC
Enhance your spirits and spritzes with the essence of an English summer garden by adding this tonic, infused with rosemary, thyme, pine and citrus.
navasdrinks.com

THE UK'S TOP RTD COCKTAILS

THE TOP GOOGLE SEARCHES FOR COCKTAILS IN THE UK IN 2024



74,000 ESPRESSO MARTINI
40,500 OLD FASHIONED
74,000 NEGRONI
33,100 BLOODY MARY
60,500 MARGARITA
33,100 MARTINI
49,500 PINA COLADA
27,100 SEX ON THE BEACH
49,500 MOJITO
22,200 DAIQUIRI



add depth with savoury flavours of the sugarcane and the rancio characteristics of toffee/caramel, dried fruit and toasted nuts from ageing.

Keen to keep up with consumer trends, and being able to easily make it with the same distilling equipment they already have for gin, craft producers are all adding at least one flavoured rum to their range to test the market. Rum is increasingly looking like it will have the same exciting renaissance, as drinkers look to try something different.



PRODUCER SPOTLIGHT

WICKED WOLF

Launched in 2015, Wicked Wolf is an award-winning, small batch, true artisan distillery producing dry, flavour-led, smooth spirits. Its original gin, Wicked Wolf® Exmoor Gin™ (42%) is a premium gin made using 11 exotic botanicals, producing complex layers of citrus and pepper notes finely balanced with the distinct flavours of juniper and coriander. Hibiscus, lemongrass, cardamom and kaffir lime leaves have been artfully blended with these traditional aromatics creating a full-flavoured, smooth gin. Over the last ten years the team have added to the range: Silver Bullet Gin (57%) using the same botanicals as the original Wicked Wolf, 1869 Gin (42%) is a more gentle gin featuring local botanicals, Full Moon Gin (42%) features mango and black pepper, Wicked Wolf Blood Orange Gin uses the whole of the orange for a zesty, fruity finish and Exmoor Vodka is distilled using Sicilian lemon pulp.
wickedwolfgin.com



THE UK SPIRITS MARKET WAS VALUED AT £16.8 BILLION IN 2024

GOURMET PRO



CONSUMERS' FAVOURITE GIN BOTANICALS:

Lemon
Orange
Bergamot
Coriander
Cardamom
Rosemary
Lavender
Chamomile

CANNED COCKTAILS

MOTH DRINKS PALOMA
Juicy, zippy and zesty. This looks pretty as a picture, combining pink grapefruit juice with the best quality tequila.
mothdrinks.com





NICHE COCKTAILS NEGRONI
An award-winning classic, made to bar strength, using Adnams' Copper House Gin. A simple mix with a complex taste.
nichecocktails.co.uk

COCKTAILS TO GO

Introducing Wavey Ice: the drinks pouch that's perfect for every memorable moment

Picnics, parties, festivals... All serve up moments to cherish, but finding a drinks format that is not only convenient but also satisfying for a range of palates used to be a challenge until Wavey Ice's pouches of ready-made cocktails hit the scene.

Launched in September 2022 as a follow-up to the brand's alcoholic ice pops, the four-strong Sips line was instantly a hit with Wavey Ice's community of loyal followers – who have, since the brand's inception, played a vital role in the growth and shaping of the business including ideas for new products.

"We keep an ear to the ground when it comes to trends, but we're most inspired by our community who share ideas on social media and email," says Laura Davis, managing director.

The range now consists of seven year-round products – Strawberry Daiquiri, Espresso Martini, Orange & Vodka, Tropical Rum Punch and Pornstar Martini, plus two non-alcoholic options: award-winning Mango & Pineapple Mojito and Sex On The Beach – as well as some seasonal specials.

The Northern Ireland-based business sources ingredients locally wherever possible, including NI-made spirits and coffee for its Espresso Martini from a local nitro cold brew coffee company, catering to the growing demand for provenance from its community present and future.

This community is wider-ranging than you might think, according to the brand's extensive data gathered over three years of e-commerce. "People presume that we have the standard RTD customer base of 25-34 year olds, but actually we're very popular with older age groups as well."

Laura, who co-runs Wavey Ice with her sister, takes the brand's role in society seriously. "In terms of sustainability, we are working towards making all of our range 100% recyclable, and we also do what we can to keep our customers safe – our pouches are not only more convenient than cans, because you can carry more at any given time and they are ready-to-drink and no-spill, but they are anti-spiking so people can feel safe when they're out and about drinking Wavey Ice.

> "People presume that we have the standard RTD customer base of 25-34 year olds, but actually we're very popular with older age groups as well!"





A DIFFERENT WAY TO ENJOY WINE

Tap into the growing RTD market with Wine That's Fruit's innovative drinks

The British wine market is enjoying a whole new audience. As the shelf appeal of RTD cocktails increases, so too does the appetite for canned wines – especially amongst the Millennial audience.

Canned wine is innovative, approachable and unstuffy. It allows consumers to moderate intake and switch varieties without waste. It has unmistakeable sustainability credentials, being lighter to ship and transport than glass, being endlessly recyclable, whilst also creating the ideal environment to keep the wine fresh – no more corked wine! Best of all, it's incredibly portable, supporting our active lifestyles. Taking a few cans to enjoy at the races, a gig or the beach on a picnic, has become really rather fashionable.

For Peter Allen, founder of Herefordshire-based Wine That's Fruit, starting an RTD wine business two years ago was a no-brainer. He was inspired by the fruit-based drinks he conjured up for his granny and her friends in his youth, and brought this to life through Wine That's Fruit.

"With traditional wine sales flatlining and the RTD market growing rapidly, I knew we needed to innovate with both the product and the packaging. It needed to move forward like other drinks have. That's why RTD products have caught people's imagination," he says.

Wine That's Fruit is fruit wine for the next generation. A more sophisticated serve – wine made from fruits other than grapes. It's made simply by squeezing all the goodness out of locally grown orchard fruits and berries and using time-honoured natural fermentation techniques (just like traditional wine), allowing the beautiful essence of each fruit to shine through, in every sip.

There are four flavours in the range, all being 11% ABV. They avoid using any 'nasties' when making their fruit wine, following a motto of 'less is more' – so the wines are each uniquely sulphite-free, vegan friendly and naturally gluten-free. A treat that's accessible to all!

Wine That's Fruit's lightly sparkling Apple Wine has a delicate mouthfeel and true appley flavour that works beautifully alongside a cheeseboard or even Sunday's roast pork.

The sparkling Strawberry Wine is loved by customers for its sunshiny, summery flavour – a perfect aperitif with a few sprigs of mint and slivers of cucumber.

Wine lovers appreciate the rich, rose-like colour and tart, bright flavour of the brand's still Raspberry Wine (ideal with charcuterie). While the still Blackcurrant Wine boasts versatility as a chilled drop alongside roast lamb or beef, or served warm in the winter months with a twist of orange peel, spices and maybe a splash of brandy.

Wine That's Fruit products are available direct from the business. "The appeal for the trade," says Peter, "is that we've got something here that's quite different. Something you can't find anywhere else with unique properties that resonate with the core RTD audience.

"And WTF, with a cheeky name to boot!"







PRODUCER SPOTLIGHT

FREDDIE'S HARD ICED TEA

The best moments aren't planned, they're made. Whether it's a golden-hour gathering in the park, or a late-night laugh, Freddie's Hard Iced Tea is the alcoholic drink that fits right in. Available in three bold flavours (all low calorie and no fizz), it's the perfect choice for bars, retailers and venues looking to stock the must-try drink of summer 2025 and has low MOQs. Visit the website to read about the brand's *drink one, remove one* pledge.
drinkfreddies.com





THE ONE TO WATCH: MATCHA

Whether mindfully frothed at home with a bamboo whisk or layered in a colourful latte at a café, matcha is everywhere right now. Retailers and hospitality operators say their customers can't get enough of the so-called superfood, with sales skyrocketing for both on-site consumed, and at-home products.

Future Market Insights (FMI) thinks the category will grow by an impressive 10% over the next five years, being worth £6 billion globally by 2030.

"To say the market has exploded would be an understatement," adds Tom Down of Matcha Factory.

Quality is everything. The very best kind to stock is ceremonial grade, picked at peak conditions to deliver the richest, sweetest umami flavour.

A QUESTION OF TASTE

Consumers, ever wary of ultra-processed ingredients, are now frequently being drawn towards flavour profiles plucked from the natural world around them. The wonderfully wild taste of botanicals such as floral infusions, herbs and spices are striking a chord for their uniqueness, for example

Rhubarb, which brings with it that hint of nostalgia (rhubarb and custard sweets and Sunday lunch crumbles) is also resonating strongly, alongside grapefruit, which is everywhere right now – its star having risen with tequila as together the duo are essential for a classic Paloma cocktail. Drinks industry insiders report a dramatic increase in sales of anything flavoured with matcha (one of the 'it' drinks of the moment) too, as well as bold, exotic, refreshing options, be they passion fruit, mango, yuzu, or even chilli!

RHUBARB



REDCASTLE GIN BLOOD ORANGE & RHUBARB GIN LIQUEUR
A beautiful liqueur, made with the Scottish distiller's own gin, and the heady essence of blood orange and rhubarb.
redcastlegin.co.uk

DRINKS KITCHEN SPICED RHUBARB
An award-winning non-alcoholic aperitif of rhubarb, juniper, ginger and chilli. Fruity with a spicy little bite.
drinkskitchen.online





WILDJAC RHUBARB RUM
English rhubarb from Augernik fruit farm is infused with white rum for the most refreshing summer drink. Now available in a Frugal bottle.
wildjac.co.uk

TIPTREE ENGLISH RHUBARB GIN LIQUEUR
Rhubarb crumble in drink form. Serve this with cream soda for the ultimate pud in a glass.
tiptree.com





"Globalisation has exposed consumers across the world to different flavours and ingredients from cultures and countries that they have never had access to before. This allows consumers more room for self-expression. Three quarters of consumers who express a liking for products with new and unusual flavours say that they would like to try new flavours from around the world, while 71% explicitly say they want to try new flavours from specific regions and countries"

VICKY PAINTER, CONTENT ANALYST, FMCG GURUS

BOTANICAL



BOTIVO DRINKS BOTIVO
An award-winning non-alcoholic British botanical aperitivo infused with rosemary, wormwood, orange zest, gentian and thyme.
botivodrinks.com

NUISANCE DRINKS MINT, CUCUMBER & CHILLI
Low calorie and made with 100% natural ingredients, combining cooling cucumber with the freshness of mint and a touch of spicy chilli.
nuisancedrinks.co.uk





FOREVA FARMERS ELDERFLOWER & HONEY TONIC WATER
Sustainably made on the brand's Herefordshire farm, using natural elderflower and real local honey, bringing elegance to any mixed drink.
forevafarmers.com

TRENDING FLAVOURS 2025

● Elderflower ● Turmeric
● Hibiscus ● Jasmine
● Lemongrass ● Rose
● Ginger ● Mint



PRODUCER SPOTLIGHT

SHED ONE DISTILLERY

In Ulverston on the edge of the Lake District, Shed One Distillery's husband-and-wife team, Andy and Zoe Arnold-Bennett, create and produce an array of London Dry Gins, Gin Liqueurs, Botanical Vodkas, and charity Gin Jelly Marmalade. The atmospheric micro distillery in a former old calf shed is home to unique spirit-inspired experiences and, as a Climate Positive business, Andy and Zoe are wholly committed to sustainable practices including sourcing many botanicals from the local area. Shed One Distillery has now also entered the premium RTD market. Their Fancy Frolic Gin is mixed with an exclusive Cumbrian Tonic Water, created to perfectly complement the classically distilled craft gin.
shed1distillery.com





'**EXOTIC** AND **TROPICAL** FLAVOURS SUCH AS MANGO, PINEAPPLE, POMEGRANATE, AND RED GRAPE ARE GAINING **TRACTION,** REFLECTING A GROWING **APPETITE** FOR BOLD AND **UNIQUE** FLAVOUR COMBINATIONS. THESE EXOTIC OPTIONS NOT ONLY ADD A TOUCH OF **SOPHISTICATION** TO BEVERAGES BUT ALSO ALIGN WITH THE BROADER **TREND** OF **GLOBAL** FLAVOUR **EXPLORATION**'
GLOBAL MARKET INSIGHT

GRAPEFRUIT



MALVERN GIN MALVERN CELLO LEMON
The distillers' take on a classic limoncello, infusing a neutral base spirit with Italian lemon peel and pink grapefruit peel. It really packs a punch.
malvern-gin.co.uk

JUBEL BEER CUT WITH GRAPEFRUIT
Lighter than your average beer, this comes in at under 125 calories per can, with 63% less sugar than cider. Juicy, with a balanced bitterness.
jubelbeer.com





THE ARTISAN DRINKS CO PINK GRAPEFRUIT & BLOOD ORANGE SODA
Lifted by a pinch of salt, this gently sparkling soda is absolutely crammed with the flavour and zestiness of this citrus fruit duo.
artisandrinks.com



3/4

of consumers want to try new and unusual flavours from around the world
FMCG GURUS

GLOBAL FLAVOURS

CHAPMANS OF LONDON ORIGINAL CHAPMANS DRINK
A taste of Nigeria – blending sparkling blackcurrant, blood orange and pomegranate juices with cucumber and bitter extracts.
chapmansoflondon.com





DIISTIL YUZU DISTILLATE
Handcrafted and double vacuum distilled, this spirit captures the aromatic, unique flavour of Japanese yuzu in the bottle.
diistil.com



A CRAVING FOR CLASSICS

Nostalgia is here to stay. Across the food and drink landscape consumers are reaching for flavours and formats that remind them of their childhood. Long summers in the park. School days. High days. Holidays. Packaging and branding hinting to yesteryear is proving a hit

What's clear is no drinks cabinet is complete without a few blasts from the past, and shoppers are really favouring products that make them feel warm and fuzzy inside. They're also seeking out the very best quality in traditional spirits – largely craft-made whiskies, brandy and, surprisingly, Armagnac, which has seen a real resurgence recently. A modern British classic that shouldn't be ignored is English sparkling wine. Continental winemakers are snapping up land in England's wine growing regions as the quality of bubbly made on British turf continues to impress on the international stage. The mild climate of Southern, Western and Eastern parts of England, married with soil substrata similar to that in Northern France and Germany and many decades of expertise, are a 'triple threat', with English sparkling wine makers enjoying the fruits of their labour as the awards flow in. Kent, Surrey, Sussex and the Crouch Valley in Essex are all areas to watch.

RETRO



MAWSON'S SARSAPARILLA
Made to a time-honoured recipe with natural ingredients, this RTD format opens out with notes of ginger, liquorice and sarsaparilla.
lakelandartisan.co.uk

KARMA DRINKS ORGANIC KARMA COLA
Organic and made with only natural ingredients, this cola has a sweet, clean, authentic taste. Part of each sale goes to grower families in Sierra Leone.
karmadrinks.co.uk





BRECKLAND ORCHARD POSH POP — CREAM SODA
Naturally flavoured cream soda with lashings of soft vanilla and a hint of fruity rhubarb.
brecklandorchard.co.uk

> "English whisky has developed significance. People seem to want to pursue and develop the market to the point that we now have a distinct category of English whisky, and the English Whisky Guild has been created to pursue its protected definition"

BRITISH DISTILLERS ALLIANCE

NEED TO KNOW

APERITIVO TIME

The age-old tradition of aperitivo (or the 'drinks hour') has had a strong presence in the last 12 months. Marrying perfectly with the growing trend towards grazing platters, small plates and tapas, bittersweet aperitifs served simply over ice before eating, or swirled with other spirits, soda and sparkles to go alongside food, are all the rage.

Stocking up on a few classics and sampling them in store is a great way to whet your customers' appetites this summer. Besides the ubiquitous Aperol, you might like to try these thirst-quenching twists:

- **Hugo:** Lime, mint, elderflower liqueur, prosecco
- **Amalfi:** Aperol, prosecco, lime, pineapple
- **Negroni Spritz:** Campari, sweet vermouth, gin, sparkling white wine

TRADITIONAL



ST PETER'S BREWERY CO HONEY PORTER
An auburn-coloured English porter finished with honey. Offers up notes of honey, vanilla and chocolate. Many customers use the vintage-style bottles as vases after drinking.
stpetersbrewery.co.uk

PLYMOUTH GIN PLYMOUTH FRUIT CUP
A small batch alternative to the usual British summer cup, blending fruit liqueurs, botanicals, vermouths, bitters and citrus fruit extracts.
plymouthgin.com





OLIVER'S YARLINGTON MILL BOTTLE CONDITIONED CIDER
Oliver's is considered an arbiter of modern craft cider with a traditional twist. This one is lively, with a classic floral aroma and soft, spicy tannins.
oliversciderandperry.co.uk

KNOW YOUR APPLES

4 types of traditional cider to stock

- **Farmhouse/scrumpy:** The most classic variety, crafted with cider apples which create a dry, still, cloudy drink at around 6%
- **Single varietal:** Made using just one type of cider apple, allowing the expression of its flavour to sing through
- **Vintage:** Made using apples from a single year's harvest and typically matured in oak barrels for around a year. It's usually strong, at 7-8% ABV
- **Bottle-conditioned:** Fermentation is finished within the bottle, giving the cider natural bubbles. Sediment is produced during the process, which isn't for everyone

ENGLISH SPARKLING WINE'S TIME TO SHINE



Wine expert, Kirsty Woodgate, explains why English wine is hitting all the right notes for consumers

English sparkling wine has cemented itself as a staple on UK supermarket shelves, from premium spaces like Waitrose to discount chains such as Aldi. This widespread growth has also been reflected in the on-trade, where it is poured by top sommeliers in high-end restaurants, and found on wine lists of affordable pub chains such as Wetherspoon. It is far more accessible than it once was, and consumers (both domestically and internationally) are seeking it over familiar alternatives.

The future brims with opportunities for the category. As sustainability and reduced food miles gain importance, regional pairings become increasingly appealing. For example, a glass of Kent's Simpsons Chalklands Classic Cuvée with neighbouring Cheesemakers of Canterbury's Bowyers (a Brie-style cow's milk cheese), or Devon's Sharpham Classic Cuvée Rosé paired with their Ticklemore goats' cheese.

English sparkling wine is a broad category. A bottle might present a Champagne blend or something more unfamiliar, such as Bacchus or Seyval Blanc. Notably, Sussex boasts PDO status for its wine, defining grape varieties and production processes to ensure quality and clarity for consumers. There's potential for other regions to follow suit, establishing reputations for their regional qualities and continuing this booming evolution well into the future.

PRODUCER SPOTLIGHT

CARR TAYLOR

Since its first viable harvest in 1976 Carr Taylor has gone from strength to strength, winning their first award in 1983 in the International Wine and Spirit competition. The following years have seen a succession of medals in international competitions, accruing in excess of 200 awards. In 1983 an exceptional harvest encouraged the vineyard to experiment with sparkling wine. This venture produced 10,000 bottles of traditionally fermented sparkling wine and resulted in the first commercially available traditional method sparkling wine made in England.
carr-taylor.co.uk



'**CANNED** WINES FROM **FAVOURITE** BRANDS APPEAL TO **40%** OF **CONSUMERS**'
MINTEL

ENGLISH SPARKLING WINE



WINBIRRI VINEYARD VINTAGE SPARKLING RESERVE 2016
Sparkling wine with finesse. This drop reveals white peach, blossom and spice, with subtle hints of brioche and wild strawberry.
winbirri.com

FLINT VINEYARD CHARMAT ROSE
Made in a similar style to Prosecco, this is incredibly popular. It tastes like summer – strawberries, redcurrants and ripe cherries.
flintvineyard.com





GUSBOURNE ESTATE 2019 ROSE
There's a reason this has won so many awards. Complex, balanced, frothy, and with a luxurious perfume of ripe berries.
gusbourne.com



DAIRY TO-GO

With sales of Delamere's flavoured milk seeing healthy growth, it's time to stock up for 2025

> "There's never been a better time to review your flavoured milk offering and maximise on this growth area"

Delamere's Flavoured Milk range has enjoyed continued success in the last 12 months with sales up 15%. Flavoured milk sales in the convenience sector are around 10.4%, which is ahead of the healthy 9.5% seen in total grocery (Source: Nielsen to March 2024).

Delamere's established 500ml glass bottle products remain popular, and are available in six award-winning flavours – Strawberry, Chocolate, Banana, Iced Coffee, Vanilla and Salted Caramel. More recently, Delamere unveiled its smaller 240ml glass bottles, perfect for on-the-go opportunities, in four delicious flavours – Chocolate, Strawberry, Banana and Iced Coffee.

The range of both 500ml and 240ml glass bottles will see a design refresh as well as NEW exciting limited edition flavours added during 2025.

Delamere's flavoured milk range currently sells through multiple retail, convenience and on-the-go fixtures and both formats are popular choices, offering a high rate of repeat sale.

Dan Yates, national account manager at Delamere said, "Flavoured milks offer the consumer an alternative to fizzy soft drinks, so while it might seem the dairy fixture is the obvious place for them, the on-the-go fixture is definitely worth considering for its high footfall and impulse opportunity, as well as in a meal deal.

"There's never been a better time to review your flavoured milk offering and maximise on this growth area. Delamere Flavoured customers are incredibly loyal, they know what they like, and once they have a reliable stockist, they will come back for more, often on a daily basis!"







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.

One of the brand's unique USPs is the Scan the QR Code found on every can – this allows the consumer or bartender to transform into a seasoned mixologist, as it offers cocktail recipes, mixology videos and pairing advice across the range.

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

> "Our unique on-can QR code means that everyone can be a mixologist"



FOOD & DRINK EXPO

INCORPORATING THE RESTAURANT SHOW

PART OF THE UK FOOD & DRINK SHOWS

7-9 APRIL 2025
NEC BIRMINGHAM

DOORS OPEN NEXT MONTH



Where the retail and hospitality sectors meet!

Join us from 7-9 April 2025 at the NEC, Birmingham, where the latest innovations in the drinks industry come to life.

- **Discover**, sip and sample the latest products
- **Gain** valuable insights on emerging trends
- **Meet** the experts on The Cocktail Stage and The Beer Garden

Food & Drink Expo is part of UK Food & Drink Shows 2025, which also encompasses Farm Shop & Deli Show, National Convenience Show and Foodex Manufacturing Solutions.

FIND OUT MORE AND REGISTER FREE:

foodanddrinkexpo.co.uk

@FoodDrinkExpo #FDE2025

FOOD & DRINK EXPO | FARM SHOP & DELI SHOW | NATIONAL CONVENIENCE SHOW | FOODEX MANUFACTURING SOLUTIONS

PART OF THE UK FOOD & DRINK SHOWS

AEO EXCELLENCE AWARDS 2024 – BEST UK TRADESHOW MORE THAN 8,000SQM – WINNER

7-9 APRIL 2025 NEC BIRMINGHAM

This is a trade event. No under-18s will be admitted.

William Reed.