

2020

NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK

DRINKS BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD



THOUGHTFUL FORAGER

The unique new brand, guiding adventures into the world of craft beer and cider

BEER

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Welcome to the 2020 edition of *Drinks Buyer*, our annual deep dive into the world of speciality drinks.

What a year it's been.

Public opinion has swayed on more than one topic – anyone for a protein-packed drink? Don't worry, you needn't be a gym-goer to enjoy them these days – and the wellness world has collided with the food and drink sphere with great success. Think CBD, functional consumables and a revised focus on 'natural'.

We've seen new categories, such as seltzers, emerge, and the craft beer world go from strength to strength (literally).

Of course, in order to cash in on these new opportunities you'll need to have some great sales



techniques, and so throughout this publication we offer up some hints and tips to help you make the most of these great new products and brands.

Within these pages you'll find insight into all of these topics, as well as an opportunity to get to know some of our favourite drinks brands better – from gin to craft beer and functional drinks to great quality soft options, with a glimpse into the world of plant-based beverages too – so you can head into 2020 confident that you have all the tools you need to provide your customers with a refreshing service. Plus, find out about the show dedicated to helping you master the art of drinks. Cheers!

HOLLY SHACKLETON | EDITOR

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GINGER JUICE NATURAL STRENGTH

BRC A certified site. Organic, Fairtrade and regular.

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Published by
Aceville Publications Ltd,
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Hawkins Road, Colchester, Essex,
CO2 8JY

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ALE

One of the main differences between lager and ale is yeast; in its simplest terms ale is brewed with a top-fermenting yeast and lager a bottom-fermenting yeast, with ales leaning towards more fruity and aromatic flavours. There's a wide variety of quality ales on the market today, ranging from pale ales, IPA (India Pale Ale) and dark porters.

ARTISAN

While the word 'artisan' has been around for a while, consumer demand for hand-crafted credentials continues. The market for speciality beers and spirits has been continually growing over the past few years, but a newer player is craft mixers. Producers all over the country are launching quality products – The Artisan Drinks Co, for example, has Barrell-Smoked Cola for a considered addition to bourbon, whisky or rum.



“We need to acknowledge the quality of well-brewed beers from world-class breweries rather than dismissing them as old-fashioned, and help prevent the beer bubble from bursting with endless choice and an endless desire for new, new, new”

ANDREW MORGAN, HEAD OF BEER HAWK FRESH

BEER

The craft beer market explosion has meant that there's more choice than ever for shoppers, but that doesn't mean that quantity should come before quality.



SALCOMBE BREWERY CO. ISLAND STREET PORTER

A rich and velvety porter with a blend of eight malts producing hints of dark chocolate, coffee and black cherry.

salcombebrewery.com



BRICK BREWERY PECKHAM SESSION

A hazy, juicy beer that is both flavoursome and refreshing, with a 4.2% ABV.

brickbrewery.co.uk



SMALL BEER SESSION PALE

A flavour-packed pale ale, full of juicy bitterness and a fresh citrus finish.

theoriginalsmallbeer.com



BOTANICALS

The use of botanicals in drinks has created more choices for consumers. While traditional juniper-heavy gins may turn some people off, they may have their interest piqued by a bottle infused with exciting flavours. Producers have been experimenting with different combinations, from citrus and floral to spicy – for example, Edinburgh Gin teamed up with Royal Botanic Garden Edinburgh for a gin which featured fennel, cardamom and liquorice. And it's not just spirits getting in on the action; the soft drinks market has exploded with innovation in recent times. Start-up Tame and Wild champions English fruits and botanicals for a sophisticated sparkling soft drink, with the use of dandelion, lavender and rose.



CBD

CBD has been huge over the last few months, capitalizing on the wellness trend. Made from cannabidiol, CBD products don't have the psychoactive properties of the THC component in marijuana but are still touted as having benefits such as calming and anti-inflammatory effects. Current legislation means that brands are unable to make such claims on their packaging, so marketing these products can be a tricky task to navigate.



BUMBLEZEST CBD TONIC WATER

Vegan, low sugar and low-calorie tonic water created with natural flavours and ingredients including 10mg of full-spectrum EU compliant CBD.
bumblezest.co.uk

LADIES & GENTLEMEN BARS WILLOW

A low-alcohol spirit 0.5% abv featuring a 15mg broad spectrum CBD infusion plus English strawberry juice, pineapple, kaffir lime, cracked black pepper and cherry tomatoes.
willow.london



CANNASA BOTANICAL ROSE & RASPBERRY LEMONADE

An award-winning, non-alcoholic CBD infused soft drink created using fresh juices and botanical extracts.
cannasa.co.uk



DISPLAY

Having great stock is step one; next on the agenda is to ensure that the range of drinks on offer attracts shoppers.

● Create effective displays

Consider the layout of the store and how drinks can be best highlighted on the shelves. Ensure that drinks are grouped together according to how your customers shop and that it's easy for shoppers to find what they need.

● Use effective signage

There's no use having lots of signage if it's not providing clear and useful information. Consider showcasing different suppliers regularly, providing useful and interesting information, such as pairing suggestions, to educate customers.

● Plan ahead

Keep seasonality in mind when planning for the year ahead. Prepare for the likes of Valentine's Day, Easter and summer events by drawing attention to certain products with themed displays.

DIETARY

While a few years ago diet carbonated beverages were the drink of choice for those conscious of sugar and calorie intake, today's consumer wants more natural ingredients than the chemical-heavy ones in traditional 'diet' drinks. Sparkling waters infused with natural fruit sweeteners and botanicals are top of the list. For instance, Dash Water's British sparkling waters are infused with raspberry, lemon, cucumber and blackcurrant.

ECO



Sustainability is a huge topic within the drinks industry, with consumer awareness of the effects of plastic packaging at an all-time high. According to a recent Ubamarket survey, 82% of UK shoppers believe that the level of plastic packaging on food and drink products needs to be changed drastically. The CanO Water brand sets out to be a solution to the plastic problem, creating resealable cans made of aluminium that can be recycled and back on the shelves in as little as six weeks.



EVENTS

Running events can add an extra dynamic to your business, as well as ensure that customers look to you for their speciality drinks. Consider:

● Hosting a 'Meet the Producer' event, where customers can learn more about local beers and ciders, and the producers right on their doorstep.

● Running a cheese and wine pairing/tasting for the local community. Use as an opportunity to not only introduce potential customers to your wine offerings but also cheeses and accompaniments.

FULLY FUNCTIONAL

Missing a little excitement in the drinks chiller? Functional ingredients are leading customers on a voyage of discovery says Emily Watson, co-founder of BumbleZest



You don't have to be catering to a customer base of hardcore biohackers to know health is a hot topic for consumers. It's not just gym bunnies that are thirsty for innovation; brands like Battersea-based BumbleZest are introducing new ingredients to curious foodies. "We pride ourselves on sourcing really interesting, on-trend ingredients from around the world," says Emily Watson, who co-founded the functional drinks brand with husband Dan in 2017. "Because we're a small company we can turn things around quite quickly, ahead of the curve. We ask our staff, all Millennials and foodies, to sniff out what's coming next. If we discuss an ingredient at one of our regular catch-ups we can get it into a drink within six to eight weeks."

This process led BumbleZest to build on its core range of health shots with low-sugar, low-calorie sparkling cans. "Ingredient



and function come first," says Emily, "but taste is closely behind. Our drinks are packed full of up to eight functional ingredients, and that's a big different between us and our competitors. We're not adding a little ginger and cayenne pepper to apple juice; our health shots and cans are packed full of superfoods and functionals. Our number one policy is to let the ingredients do the talking, which is why our branding really heroes those ingredients rather than fancy graphics. We want people to know what's in our bottles."

The innovation continues. "We've just launched a CBD tonic water – the market's first, we think – and we're looking to increase our mixer range," says Emily. "CBD is a multi-million dollar industry in the US; hopefully it'll become that big in the UK. Legally we can't talk about the benefits but consumers are doing their own research and interest is booming."

“We sniff out what ingredients are coming next, and can get them into a drink within six to eight weeks”

BUMBLEZEST

LIST US TODAY

- No plastic
- Long shelf life & ambient
- Low sugar & low calorie
- Vegan
- Packed full of ingredients
- Nothing artificial
- 12mg of CBD
- 10mg of CBD
- 10mg of CBD
- All natural
- 10mg of CBD

TO FIND OUT MORE dan@bumblezest.co.uk +44 (0)7891 720 235 www.bumblezest.co.uk



F

FRUIT

Fruit and drinks have gone hand-in-hand throughout history, but that's not to say that innovation isn't abound. For example, Fruits for Drinks freeze-dries citrus fruits and berries to add the finishing touch to a variety of drinks and cocktails.

FUNCTIONAL

The global market for functional drinks continues to expand, and is predicted to be worth almost USD \$156bn by 2023 (Source: Technavio). Consumers are looking for drinks that provide health benefits, from additional vitamins and anti-inflammatory properties to an energy boost. No.1 Botanicals has a range of sparkling waters infused with fennel, basil and other botanicals, and cites the health benefits of each combination. CBD-infused drinks company Trip promotes the use of adaptogens within its three-strong offering.

G

GIN

Flavoured gin has been one of the key factors keeping this category at the forefront of the spirits market. According to Kantar's Worldpanel division, gin brands have succeeded in connecting with younger consumers. The data shows that four years ago 43% of 18-24 year olds said that they drink gin; that figure now stands at 55%.

HUSSINGTREE GIN ASPARAGUS DRY

Asparagus delivers an earthy, grassy flavour that makes for a wonderfully refreshing and distinctive gin.
hussingtreegin.co.uk



DARNLEY'S GIN SMOKE AND ZEST

Smoke and Zest is an experimental gin with malty depth, sweet citrus zest and big smoky flavour.
darnleysgin.com



GIN IN A TIN PACKHAM PEAR, CINNAMON AND ORANGE PEEL NO.14

This blend has notes of Packham pear, cinnamon and orange peel, as well as other botanicals centred around juniper berries for the ultimate refreshing taste.
gininatin.co.uk

GINGER

An ingredient that has been used in drinks for a long time due to its spicy taste and host of health benefits ranging from reducing inflammation, improving digestion and easing nausea. Used in a range of functional drinks including kombucha and seltzers, it's also adding a kick to juices and cordials.



H

HEALTHY

Consumers are more health-conscious than ever before. This has resulted in an explosion of good-for-you drinks and a steer away from sugary and calorific beverages.

QUARTERPAST TURMERIC LEMON, GINGER & HONEY

Rich in flavour and packed with health benefits for a soothing combination.
quarterpast.com



HUMBLE WARRIOR TURMERIC & MANGO

A hand-crafted lightly sparkling botanical drink with notes of mango, orange marmalade and black pepper.
the-humble-warrior.com



UGLY DRINKS UGLY PEACH

Ugly is flavoured sparkling water with no sugar, no sweetener, no calories and absolutely nothing artificial.
uglydrinks.co.uk

THE **SUGAR** TAX AND **GLOBAL** TREND AWAY FROM **CARBONATED** SOFT **DRINKS** HAS LED TO THE **UK'S** AT-HOME **CONSUMPTION** OF THESE BEVERAGES DECREASING **5%** SINCE **2014**

SOURCE: KANTAR WORLD PANEL'S EAT DRINK & BE HEALTHY: HOW AT-HOME CONSUMPTION IS CHANGING REPORT

A FIGHTING SPIRIT

When disaster struck, the team at Masons Yorkshire Gin found its true character



everyone who helped out were safe."

Amazingly, within 24 hours of the blaze a contingency plan was in place, with production relocated and plans for a new distillery taking shape. "The fire has taught us that despite working in a very competitive category and marketplace, we're surrounded by people who will drop everything to help out a friend in need," says Karl. "It's also made us more resilient and ambitious as we move forward. Thanks to the support we've received, we're able to rise from the ashes, launching our new distillery with the very same grit

and determination we started with." The revival has inspired the launch of Phoenix Edition, a limited run of just 2,000 bottles available to buy from their website from 9th March.

Staff have settled into the new distillery, but moving production has been more complex. "We're using a new still which means some experimentation and testing is required," says Karl. "Our distillers are working hard to ensure we're producing the same gin we've always made. Customers come back to Masons for the quality and flavours, and that's something we'll never compromise on."

The new still will shortly begin full-time service but an important task awaits. On 6th March the distillery will host a special event to say a heartfelt thank you to the staff, community and industry colleagues who gave so much support during a difficult time. The distillery will be open to visitors and Karl and Cathy will talk about their ambitions for 2020. There will, of course, be gin.



Ever harboured a nightmare about your livelihood? Try this on for size: a devastating fire that burns your premises and equipment beyond recovery. In April last year just such a disaster struck for Karl and Cathy Mason, founders of the eponymous dry gin created in the Yorkshire Dales. "No business ever expects to face a disaster destroying everything, and few recover from it," says Karl. "The most important thing was that

“ Thanks to the support we've received, we're able to rise from the ashes, launching our new distillery with the very same grit and determination we started with ”

SMALL BATCH CRAFT DISTILLED

MASONS
DRY YORKSHIRE GIN

Not just an ordinary cup of tea.

Discover Yorkshire's original and most awarded gin
masonsyorkshiregin.com
 01677 426 467



INTERNATIONAL

Global flavours have provided inspiration across the industry and made their way into both the alcohol and soft drinks categories. Asian influences in particular are proving popular, with tea and grains from different regions coming through in new launches.



OMGTEA ICED MATCHA GREEN TEA

Matcha green tea mixed with purified, deionized water for an innovative, organic and a healthy boost.
omgteas.co.uk

KEEPR'S GREEN TEA & BRITISH HONEY GIN

Infused with rare Chinese single estate green tea from Ban'Mu and 100% raw unadulterated British honey.
britishhoney.co.uk



THOMPSON'S BAIJU

A spirit popular in China, this new launch uses 100% British-grown sorghum grains and is smooth with a unique malty and umami flavour and distinct aroma.
britishbaiju.co.uk



ICED TEA

We've seen the rise of iced coffee; now it's the turn of iced tea. According to research conducted by HIM for *The Grocer*, it's primarily the younger generation that's interested in these beverages, with 62% of 18-24 year olds saying that they drink iced tea. New brand Riddles provides a RTD offering of iced tea with tequila, naturally sweetened with agave.



JUICES

An emphasis on health and wellness has led to an increase in vibrant juices and smoothies, and the more natural the ingredients, the better. Many brands have launched fruit and vegetable juices with no added sugar or other additives. Research shows that the younger generation are the biggest buyers, with 54% of respondents to a recent survey within the 16-24 year old category saying that they drank juice once a day or more. (*The Grocer*, April 2019)

EVA ORGANIC APPLE & RHUBARB JUICE

Made using a blend of UK-grown seasonal apples including varieties such as Discovery, Red Windsor, Russet and Rajka and organic home-grown rhubarb.
evasorganics.co.uk



TURNER HARDY & CO. LIVELY TOMATO JUICE

The original concoction, lightly spiced and packed with up to 24 hand-picked tomatoes.
turnerhardy.com



BARN FARM DRINKS BLACKBERRY & APPLE JUICE

All products in the Barn Farm Drinks range are 100% fruit juice with no added sugar or colours.
barnfarmdrinks.co.uk



KOMBUCHA

A gut-friendly beverage that has been propelled into the mainstream due to the health and wellness movement.

Made of fermented

green or black tea, it's

thought to have originated in China and is created through a fermentation process using yeasts, bacteria and enzymes. Innovative brands have come up with a host of new combinations using fruit and botanicals.

LA BREWERY CITRUS HOPS KOMBUCHA

This deliciously tart health tonic is complex and fresh with floral and citrus notes and a delicately bitter finish.
labrewery.co.uk



GENIE LIVING DRINKS KOMBUCHA

A blend of fermented tea and natural fruit juice which creates a delicious and complex adult soft drink.
geniedrinks.co.uk



PROFUSION ORGANIC KOMBUCHA

Made using organic sencha green tea this raw, fermented and unpasteurised kombucha comes in three fruity flavours.
profusionorganic.co.uk



GOING LIVE

Need a little inspiration? Head to Imbibe Live for a taste of a marketplace fizzing with ideas



You don't have to be a genius to know if your booze selection isn't flying off the shelf, that's some seriously pricey stock you're holding.

The good news? Imbibe Live is back, helping drinks buyers discover the latest industry trends driving sales. "We understand that for buyers it's essential to be aware of the vast selection available on the market," say show organisers.

"We're really excited about this year's Imbibe Live as we have our widest range of exhibitors and

features lined up, stretching across the entire drinks industry."

"We're particularly excited about our Craft Showcase feature this year, which highlights innovative products perfect for buyers looking for the latest craft brands. Similarly, the Undiscovered World area enables visitors to browse a wide range of brands looking to enter the UK market. Both features provide buyers with a chance to meet the brands which are ahead of the curve."

Imbibe Live is the perfect opportunity to gain a well-rounded

view of the industry and keep on top of trends – ensuring stock is revitalised to drive sales.

"This year's show will have a strong no-low presence, reflecting the category's meteoric rise in popularity. The no and low alcohol trend is growing year-on-year, with 58% of people opting to drink more low and no ABV drinks than ever before," say organisers.

"With this in mind, this year's show celebrates this growing category, and emerging trend, across products, exhibitors and features. We

have a larger selection of no and low exhibitors than ever before and this should help buyers find those hidden gem suppliers, such as Sipling and Pentire, who will be making their debut at Imbibe Live."

This year Imbibe Live is co-located with The Snack Show, the perfect place to hunt out add-on items that will complement alcohol sales. With premium snacks on offer, it is a great opportunity to find the perfect snack pairings to boost drinks sales. Imbibe Live is the must-attend event for all your behind the bar needs.

“ Imbibe Live provides buyers with a chance to meet the brands who are ahead of the curve ”

WHERE DRINKS MEAN BUSINESS

INCLUDING A DEDICATED
SNACK SHOWCASE

imbibe live
OLYMPIA LONDON 29 & 30 JUNE 2020

The Snack SHOW
2020

LIVE.IMBIBE.COM



A VERY SCOTTISH SPIRIT

Big things are planned for Edinburgh Gin, where fruity flavours are winning a new legion of fans

Edinburgh's rich heritage of distilling always made the city ripe for a 'ginaissance', and since 2010 Edinburgh Gin has played its part in fuelling passions for this ice-clear spirit. Collaborations with the city's Heriot-Watt University (where many of its top team mastered the art of distilling) have contributed to the growth of a brand that knows where it's from, and where it's going. "Edinburgh Gin remains committed to producing exceptional gin," says Joanne Motion, UK customer marketing manager. "Our London Dry distillation is integral to our award-winning range, which includes traditional London Drys, full-strength

flavoured gins and gin liqueurs. This is demonstrated by the fact that our London Dry Classic gin is the base gin of all our full-strength flavoured gins and gin liqueurs; Edinburgh Gin is unique as our portfolio spans all three segments."

Bramble and blossom

A shrewd eye on the market, and an ambitious plan for where its spirit might be shared into new categories, has brought the brand big success. "The gin category has exploded in recent years, driven initially by gin liqueurs and the versatility of serves," says Joanne. "Edinburgh Gin has been unable to ignore this growth; instead we've provided a full range of flavours to allow for ongoing experimentation." In fact its full-strength ABV range includes Lemon &

Jasmine; Bramble & Honey, and Rhubarb & Ginger Gin (all 40% abv). "Our Rhubarb & Ginger gin liqueur was initially the most popular flavour from its inception and is now the number one gin liqueur in the UK," says Joanne. "It remains incredibly popular, so much so we've released a full-strength variant (40%) and a ready-to-drink option." Gin Liqueurs make the perfect stock for summer cocktail-making displays: Pomegranate & Rose, Raspberry, Orange Blossom & Mandarin, and Elderflower liqueurs all make ideal flavouring for long iced coolers or short martini-style cocktails.

Design has always been an important element to win sales for high-value spirits, and Edinburgh Gin's fin de siècle-style labelling and bottle design makes every unit sing on the shelf. "Edinburgh Gin is incredibly popular for gifting options; for example our Valentine's Gin and Christmas Gin make the perfect seasonal gifts," says Joanne. "Throughout the year our full-strength flavours and gin liqueurs are eye-catching gifts – likewise our Seaside Gin and '1670' Gin have beautifully-designed secondary packaging. Having such a wide range allows

for the perfect gift for any gin connoisseur, and are ideal for at home cocktails." They're also the perfect centrepiece to your gin selection, drawing in customers themselves looking for a bottle that can be displayed pride of place.

Future proofing

The future is looking rosier than a splash of rhubarb syrup for the Edinburgh Gin, not least because parent company Ian Macleod Distillers, itself steeped in Scottish spirits history, is growing the brand to meet rising demand.

"Edinburgh Gin is investing significantly in both the brand and production," says Joanne. "We're committed to long-term investment that will build equity. We're opening a new multimillion-pound distillery and visitor centre in 2021, which will increase production capacity but also provide an exciting brand home for gin lovers!"

Demand is likely to increase as Edinburgh Gin becomes a ubiquitous brand for households around the UK and beyond. "The brand is also being invested through our fresh new campaign," says Joanne, "which includes TV adverts, cinema adverts and out-of-home posters." Watch this space – Edinburgh's finest serve is on the up!



“Edinburgh Gin remains committed to producing exceptional gin”



EDINBURGH GIN

— FILL YOUR SHELVES WITH —

WONDER



INTRODUCING: THOUGHTFUL FORAGER

An exciting collaboration between Cottage Delight and a host of indie brewers launches this month, unearthing the finest craft beers and ciders for your customers

Here's a question: what do 800 or so of the UK's independent breweries have in common? The answer? Each has been given the chance to have their best brew showcased in a new range masterminded by Cottage Delight. Thoughtful Forager, a standalone brand launched by Cottage Delight this spring, has an unexpectedly ambitious plan: to cherry-pick the very best brews from some of the UK's smallest, least-known breweries and present them to craft-thirsty consumers. The result is a collection of eight beers and six ciders that serves up the Great British micro-brewing scene in one single range.

"It's all about making craft beer and cider more accessible to consumers," says Sarah Williams, head of new product, design and marketing at Cottage Delight. "There are so many new types of craft beer and cider coming out all the time; it can be a bit overwhelming for people not sure where to start. With Thoughtful Forager we've done the hard work for consumers, discovering beers and ciders from across the UK." The range is not just for craft brew novices either; the selection has been carefully devised to make sure experienced connoisseurs will be just as delighted. So how does it work?

The beers

You'd have to have been living in a cave to have missed the impact indie-brewed beers are having on the UK's off-trade. British craft beer helped grow the overall beer market by 2.6% in 2018, the biggest increase for 45 years. But while supermarket shoppers snap up brews from Camden Town Brewery (owned by drinks behemoth AB InBev) or Beavertown (owned by Heineken), the Society of Independent Brewers (SIBA) supports true artisan brewers making small batches and focusing on quality. "Our membership is split into eight autonomous regions that hold their own contests to identify the finest brews in their area,"

explains Ian Ward of SIBA, which represents only brewers with less than 1% market share. With 15 classes in each of the main categories – cask, keg, bottle and can – there's a huge diversity of brews that's gradually narrowed down to gold, silver and bronze winners for each class, then category, then region. Finally, regional winners compete to be named 'champion of champions'. "What that gives us is a wonderful depth of very different beers all from small independent brewers," says Ian. "It's that range that Cottage Delight – through its Thoughtful Forager brand – has chosen from."

There's an extra twist; every ale, lager, stout and sour is judged by

“Wonderful depth of judging means we end up with beers that are potentially the best in the UK”

IAN WARD, SIBA

@specialityfood



the massed ranks of SIBA members themselves, a sort of peer-review of the indie brewing's newest and best work. "Brewers can be seriously fastidious, competitive and immensely technical, but it's great fun," says Ian of the 'beer off' held at the organisation's annual AGM. "It's all about brewers defining what they believe are their region's best beers. All this wonderful depth of judging means we end up with a range of beers that are potentially the best in the UK. It's a great way to take what can be a very small brewer, or someone who's great at brewing but not marketing, and get national awareness and availability through Thoughtful Forager."

It's also a fabulous way to get true gems – hidden treasures from the four corners of Great Britain – onto your shelves in one single transaction. "The makers would never be able to do it on their own,"



“We’re doing the hard work bringing all those great products under one brand that has fantastic shelf stand-out and real integrity”

points out Ian. "Cottage Delight doing this takes those headline brewers unknown outside their own town and puts them on the shelf. It also means there's a conveyor belt of elite beers." Indeed – SIBA brewers are a ready source of innovation, and Thoughtful Forager is the perfect vehicle to carry the hottest brews into your business. "Cottage Delight has a relationship with independents that spans 45 years," points out Sarah. "10 territory business managers are on the road across the whole of the UK day in, day out – those shops have a trust in us. We, in turn, can bring them products their consumers will love but which they could never buy direct."

The ciders

It's not just beers that have caught the Thoughtful Forager's eye. Celtic Marches is one of the UK's largest single-estate cider producers, racking off an impressive three million litres per year and holding PGI status for its Herefordshire apples. Developed over seven generations and 100 years of dedication to orchards and hop fields, the company grows 200 acres of cider variety apple trees in its

Herefordshire home. "One of the major advantages of being a family-run cider maker is the control from pip to pint," says Celtic Marches director Susan Vaughan. "We grow, pick and press on-site, so we don't need to buy in apples, or use concentrate. We know exactly what variety of cider apples we use, how they have been cared for and how to get the best results from them."

In fact the family grows eight varieties including Dabinett, Harry Masters, Ashton Bitters and Yarlington Mill, blending them expertly to attain the desired flavour profiles for their ciders. "Cider production is an art form," says Susan. "Our traditional skills and knowledge are now complemented by modern techniques, from the planting, to our orchard maintenance, harvest to fermentation." The family's commitment to both heritage techniques and innovation is a perfect fit for Thoughtful Forager. "Cottage Delight's dedication to traditional methods and passion for quality resonates so well with Celtic Marches," says Susan. "The team's focus on providing delicious produce to independents and local retailers is invigorating. With this

collaboration we're able to reach a wider audience within the premium end of a rising drinks category, and give consumers quality reassurance. They know that a product associated with Celtic Marches has been produced with the utmost care, consideration and skill."

The final selection

The result of these creative collaborations is something truly special: a coherent collection of distinct brews that bears Thoughtful Forager branding front of bottle, and tells the story of the brewer on the back. "We've been really careful with the range to make sure we have some properly sessionable, drinkable brews," says Sarah, "but also those that take consumers on a taste adventure." In terms of beer that journey will take shoppers from a Malt Golden Ale (Liberation Ales, Jersey) and Hoppy Citrus Pale Ale (Salopian Brewery, Shrewsbury) to a Sparkling Mango Sour (Elgood's Brewery, Norfolk), Roasted Coffee Stout (Sheffield Brewing Company) and a Raspberry Wheat Beer (Milestone Brewing Co, Nottinghamshire). Cider drinkers can enjoy a classic Celtic Marches' Vintage Edition Cider or Scrumpy Farm Cider, or challenge the tastebuds with a Gin-Infused Cider and British Cassis-Infused Cider.

"Really telling the story of the brewer on the back-of-pack allows us to get exciting product to a much wider market: our stockist," says Sarah. "Take the gin-infused cider for example. It tastes like nothing else – absolutely fantastic – and uses a Herefordshire gin made with local botanicals. Everything has a real story, which I think is so important to the consumer."

The range could be a pretty big deal for your retail business, too. "It can be as confusing to navigate for a buyer – who knows craft beer and cider could be a big category for them – as it is for the consumer," says Sarah. "They know that's what the consumer is looking for, so we're doing the hard work bringing all those great products under one brand that has fantastic shelf stand-out and real integrity. Everything's boxed in 12s, with eight beers and six ciders in the core range. Then for Christmas we're bringing out some seasonal additions to the beers and cider as well as gift packs that sit alongside the single bottles. Stockists don't have to buy the full range, they can pick and choose." It's an exciting time for craft brewing – so is it time your business got on board?

cottedelight.co.uk



LEMON

Citrus flavours appeal to a wide range of consumers, and lemon continues to be used in a variety of guises. Classic lemonade has been given a modern twist; Luscombe offers a Sicilian Lemonade which rounds off the sharp citrus flavour with a splash of vanilla, in the spirits world, Sipsmith's Lemon Drizzle Gin features sun-dried lemon peels, lemon verbena and vapour-infused fresh lemons for a fresh take on the gin and citrus combo.



MIXERS

With the introduction of artisan spirits has come the rise of quality mixers. Cast your mind back to the options of a few years ago and the choices were minimal – vodka and coke, anyone? Times have changed however, and the premium mixer market is filled with innovation and a plethora of products for consumers to mix with their spirit of choice to create a more unique, personalised drinking experience. Tonics have come on in leaps and bounds in terms of flavour and can cater to consumers wanting classic fresh tastes as well as those after something a bit spicier.



LUSCOMBE LIME CRUSH

Soft Devon spring water mixes with Sri Lankan lime and Sicilian lemon to create a sparkling citrus mixer.
luscombe.co.uk

TWELVE BELOW RHUBARB & GINGER TONIC

Naturally low sugar tonic, with only 2.5 grams of sugar per 100ml and less than 12 calories per serving.
twelvebelow.co.uk



GREEN STEM TONIC WATER

A new range of CBD-infused tonic waters comes in three botanical flavours: Elderflower, Rhubarb & Rose and Citrus.
greenstemcbd.com

LOW ALCOHOL

THE **LOW** AND **NO-ALCOHOL** BEER SEGMENT IS FORECAST TO **GROW** BY **6% PER ANNUM** ON **AVERAGE** BY **2023**

(SOURCE: IWSR)



NATURAL

"Natural" means essentially that the product is comprised of natural ingredients, e.g. ingredients produced by nature, not the work of man or interfered with by man. It is misleading to use the term to describe foods or ingredients that employ chemicals to change their composition or comprise the products of new technologies, including additives and flavourings that are the product of the chemical industry or extracted by chemical processes." Food Standards Agency



DALSTON'S ALCOHOL-FREE CLASSIC G&T

A refreshing balance of botanicals including juniper, coriander and lemon balm for a soft citrusy sparkling drink with gentle notes of quinine bitterness.
dalstons.com



PAISLEY DRINKS CO. DARKEST BLUEBERRY GINGER SODA

Made using only the best natural ingredients and no artificial sweeteners, there are just 86 calories in every bottle.
paisleydrinkscompany.com



SUMMERHOUSE DRINKS RASPBERRY LEMONADE

All natural, artisan lemonades and soft drinks made using sparkling Scottish water, British beet sugar and fresh juices and botanicals.
summerhousedrinks.com



NON-DAIRY

As an increasing number of consumers opt out of dairy milk in favour of plant-based options – think rice, oat, coconut, pea, soya and a variety of nuts – the UK's selection of products for them to choose from widens. As of July 2019, nearly a quarter of UK shoppers were purchasing plant-based 'milks' according to Mintel's UK Added Value In Dairy Drinks, Milk And Cream Market Report.

“Growth in this segment forms part of a much wider plant-based movement, driven by concerns around health, ethics and the environment, as well as by consumers' love of variety in their diets”

EMMA CLIFFORD, ASSOCIATE DIRECTOR OF UK FOOD AND DRINK AT MINTEL

FUTURE-PROOFING

The stakes are rising in the plant milk category; managing director Ed Salt explains how Delamere Dairy is meeting the challenge

If one brand knows the marketplace for alternative milks it's Delamere Dairy, which has been making plant milks for 20 of its 35 years in business and launched its Planted range of plant-based milk drinks in 2018. "We're a speciality business and always have been," says managing director Ed Salt. "Our challenge is to make sure we source and develop products that



taste great and tick the boxes that sit with the morals and ethics of our business."

The complexity of covering those bases has become apparent, with demand for almond milk compounding environmental issues in the key growing region of California. "The three values in the business are fun, health and responsibility, so everything we do with NPd has to

hit those," says Ed. "We question any new product regarding whether it's right for us, whether we'd give it to our children, and whether it's right for the planet. We can't grow almonds in the UK – that's a fact – but we can look at sourcing from, say, Spain. It's more expensive but closer to home than California."

The incentive to nail ethical and delicious plant-based drinks is clear. "I think the growth in the market will certainly continue; it's absolutely not going to plateau out," suggests Ed. "Why do I say that? Just because we've had significant growth and plants milk have become a sizeable chunk of our business? Actually, I think the fact that the environment is so much on the agenda – and will be for the next 10 or 20 years – is going to push everyone's thinking about food and drink." So Planted's range will expand? "Yes, definitely. 20% of our turnover comes from products we've developed in the last two



years, and as a business we're innovating all the time – including looking at how to use more functional ingredients to develop products that taste great and help us deliver on the responsible sourcing side." The Planted drinks are just the beginning.

“ We question any new product regarding whether it's right for us, whether we'd give it to our children, and whether it's right for the planet ”



PLANTED BY NAME.
DELICIOUS BY NATURE.








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

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

OAT DRINK WITH BANANA *

* COCONUT DRINK WITH COCOA

ALMOND DRINK WITH COFFEE *

* OAT DRINK WITH DATE & VANILLA

www.planteduk.com

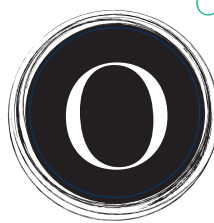
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ORGANIC

According to the Soil Association's *Organic Market Report 2019*, beers, wines and spirits are key categories driving growth in the market, seeing a year-on-year increase of 28% (source: Nielsen Scantrack Total Coverage Food & Drink)

“ORGANIC BEERS, WINES AND SPIRITS SAW YOY GROWTH OF 28% 2018-2019”

NIELSEN SCANTRACK TOTAL COVERAGE FOOD & DRINK



LUSCOMBE WILD ELDERFLOWER BUBBLY

Elderflowers hand-picked in the June sunshine infuse this classic drink. The gentle sparkle lifts the floral notes for an elegant taste. luscombe.co.uk

NC'NEAN'S BOTANICAL SPIRIT

Inspired by wild herbs and flowers, this is triple distilled with 10 botanicals including wild bog myrtle, sorrel, heather and thyme.

ncnean.com



CLEARSPRING ORGANIC KING COCO COCONUT WATER

Premium, organic coconut water from eight month old Sri Lankan orange King Coconuts which deliver a delicious, refreshing flavour. clearspring.co.uk



OCCASION

“The times and places that people socialise are shifting. A lot of our drinkers are in their 30s and 40s and for these people, the social moment with friends

could be an epic spin session or yoga class. It's not just about the post-work drink at the pub. This is helping explode a lot of the traditional anchors around drinking habits, because when you remove alcohol from the equation these social moments are about being a bit more present with your friends, and connecting a bit more deeply. With so many awesome options people can now do that over amazing drinks, no matter what time of day it is”

ROSH AMARASEKARA, CO-FOUNDER OF HUMBLE WARRIOR

PROVENANCE



The matter of provenance has always been important to speciality shoppers, but the desire for connection with what's being consumed is spreading into the mainstream, too. Painstaking detail isn't always required – although, if a brand has a great story it deserves to be showcased – instead, a simple county of origin stamp could build trust with local shoppers, and a photo of the producer on packaging (prevalent on artisanal products in France) would go down well too.



PROTEIN

Protein consumption has moved beyond the gym to become a popular on-the-go beverage for a wide range of consumers. While the ubiquitous protein powders are still popular, a range of drinks are now being formulated with the protein-seeker in mind – including smoothies and soft drinks. According to Will Cowling of FMCG Gurus, over half of consumers believe protein drinks to be healthy; 14% consume them weekly and 54% say they have increased their protein drink consumption within the last six months (as part of a more functional lifestyle). Protein drinkers are looking for an energy boost, says Will, yet 59% are concerned about sugar content. In terms of sector development, consumers state that exotic flavours (77%) and 100% natural formulations (74%) will lend protein beverages a more premium feel.



QUALITY

As the British shopper becomes increasingly considered when

it comes to where they

spend their money, stocking a range of high quality beverages is more important than ever before. While 'quality' means different things to different people, by checking a couple of things off this list you're in for a good shot:

- Products with provenance: locally produced or not so much, by providing information about the story behind a drink, trust will be built between it and the shopper

- Natural ingredients: while it's not always easy to produce a 100% natural drink, shoppers are willing to pay for the products that tick that box

- As we've seen from the latest statistics, customers are willing to pay a premium for products that come with organic credentials

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burningbarnrum.com

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A true rum with no additives, no added sugar, spices or colourants, making it 100% natural.
equianorum.com



ALUNA COCONUT

A sublime blend of smooth rums from Guatemala and the Caribbean with all-natural toasted coconut flavours and pure coconut water.
alunacoconut.com



RUM

Lauded as the 'next big thing' for a good few years now, rum finally seems to be stepping into the limelight with a raft of exciting new launches boasting flavour innovation, provenance and craft credentials.



SUSTAINABLE

Sustainability is a hot topic across the food and drink industry at present, and consumers are making more demands on brands and retailers when it comes to eco credentials than ever before. With good reason, we can all see the impact that excess and single-use packaging is having on our world, and the time has come for all to act. Brands which can prove their sustainable credentials are looked upon favourably – those utilising cans or glass bottles instead of plastic, for example – while business which are seen to be manipulating the situation, or not taking it seriously, are frowned upon.

For example, Coca-Cola's recent 'Round In Circles' campaign has drawn criticism from NGOs including City to Sea, Greenpeace and Friends of the Earth for seemingly downplaying the impact their plastic packaging has on the planet. City to Sea's campaign manager, Steve Hynd said, "The first step to tackling a problem is accepting that you have a problem. Coca-Cola produces 200,000 bottles a minute – more than a fifth of the world's PET bottle output. They have been consistently named as the worst plastic polluter in the world. But Coca-Cola seem more interested in bottling up their problems and denying that their bottles are single-use plastic."

DALSTON'S CHERRY SELTZER

At only 40 calories, this cherry seltzer contains real fruit – a blend of sweet and sour cherry juices, distilled botanicals and sparkling water for a clean but complex soft drink.
dalstons.com



BODEGA BAY HARD SELTZER

Apple with Ginger & Acai Berry is made from three ingredients: Brew Clear Alcohol, sparkling spring water and fruit extracts.
bodegabay.co.uk

SOMETHING & NOTHING CUCUMBER SELTZER

Grape juice and lemon juice with added extracts, botanicals and juices to create a uniquely refreshing beverage.
somethingandnothing.co



SELTZER

While you might have only just started spotting seltzers in the market, the concept is familiar. Simply put, it's good old fashioned carbonated water – this time with a bit more imagination put into the flavour combinations and ingredient sourcing. Today's seltzers make for great quality mixers, or opt for a 'hard seltzer': sparkling water blended with alcohol for an all-in-one refresher.



LUSCOMBE SICILIAN LEMONADE

A classic still lemonade of sharp Sicilian lemons rounded off with an indulgent splash of Madagascan vanilla.
luscombe.co.uk

TIPTREE ENGLISH VODKA
A 40%, small-batch craft vodka, distilled in Essex from East Anglian potatoes.
tiptree.com



LILLEY'S CIDER BEE STING PERRY

Sparkling medium sweet perry oozing with subtle flavours and boasting cult status among its devotees.
lilleyscider.co.uk



TRADITIONAL

As much as the British consumer is demanding innovation, they still appreciate a classic. Sometimes, traditional flavours which are familiar from our childhood is just what the doctor ordered so it's a good idea to stock a line of classic favourites alongside the more trend-led products in your arsenal.

A great cloudy lemonade and a raspberry variant, a classic British vodka and a great West Country perry are the perfect place to start and will please shoppers of all generations. These options are frequently presented in attractive glass bottles, which ticks a few boxes, too.



A NEW SPARKLE

Rooted in a proud heritage, Belvoir is bubbling with innovation. Now two new flavours are making a splash in the premium soft drinks category

Whether rallying faithful pickers from the local community to help harvest its own organic elderflower plantations or keeping on top of the latest flavour innovations, Belvoir always puts quality and naturalness first. Now two fresh new ready-to-drink pressés are taking the brand, and your customers, into pastures new.

A dash of pink

With consumers in love with the power of pink, a rosy-tinted bottle blushing with fruity flavours is a strong proposition. Pink gin sales continue to grow at more than 750% (according to market analysts IRI), so what better time for a new pink-hued soft drink? "We see this pink trend flowing through into

adult soft drinks as the consumer appetite for all things pink grows and grows," says Nikki Bull, senior brand manager. "It's not just any old pink either—we've teamed up with one of Britain's most popular varieties, Pink Lady, for our sparkling juice. We're all about honest, quality ingredients you can trust."

Indeed, this 100% natural apple juice ticks every box, with 150ml providing consumers with one of their recommended five fruit and veg portions a day. For Belvoir, choosing Pink Lady was about more than aesthetics. Apple is a well-established flavour in the soft drinks market, worth £16.4m annually, accounting for 13% of the market and growing at 13% year on year. "This growth is

driven largely by mainstream brands so we believe there's a premium apple opportunity," says Nikki. "With our great provenance and premium credentials, we're in a great place to drive category growth."

A squeeze of lime

A classic non-alcoholic option from the on-trade is given a sophisticated twist with freshly squeezed limes and a hint of zesty lemon in Belvoir's new ready-to-drink Lime & Soda. It's a savvy move: lime is a strong trend in adult soft drinks, showing 22% growth year-on-year according to 2019 figures from market analysts IRI. "Lime is a well-recognised flavour in the on-trade," agrees Nikki, "and our Lime & Soda is a premium take on the classic. It's exceptionally light and lively with aromas and flavours of

“ With our great provenance and premium credentials, we're in a great place to drive category growth ”

naturally sharp, tropical freshly-squeezed lime juice. "Made with 100% natural ingredients and no artificial sweeteners, preservatives or flavourings, the lime drink is blended with gently-sparkling spring water to make an alcohol-free tippie that's a cut above.

"It's extremely versatile as a stand-alone drink plus a perfect cocktail or mocktail ingredient, so is enjoyed across many drinking occasions in or out of home," says Nikki. "As the UK's number one premium soft drink brand, we see a great opportunity for our premium and differentiated lime offerings in the market." Large 750ml glass bottles will be joined by 250ml serves this spring.

As ever, Belvoir's beverages are perfect for discerning drinkers of all kinds. "Our all-natural mixers obviously play into the 'ginaissance' – and also the rise of dark spirits – beautifully," points out Nikki. "Their unique cold infusion process gives a delicately layered taste that complements rather than dominates." The mixer range may boast plenty of options – Elderflower Tonic, Ginger Ale, Indian Tonic Water and Low Calorie Indian Tonic Water

– but there's plenty more on offer for the creative culinary explorer. "The entire Belvoir product range has enormous versatility," says Nikki. "Ready-to-drink sparkling pressés are delicious served with ice as an alcohol alternative. They also work well mixed with gin or vodka. Similarly, our dilutable cordials stand alone as pure, delicious refreshment or act as a 'splash' to Prosecco or a fabulous cocktail, mocktail or baking ingredient." Spring just got a little sparklier.





UNIQUE

Innovation is rife across the drinks industry, and UK businesses are major game changers when it comes to creating new formats and exciting new flavour combinations. Start-ups in particular are demonstrating a unique brand of imagination – nothing seems off limits, from left field ingredients to forming entirely new drinking ‘occasions’ – and forward-thinking consumers are lapping it up.



VODKA

Vodka is a staple in any good retailer. While gin has been creating excitement in the industry in recent times, vodka is still hugely popular with consumers. According to Statista, revenue in the global vodka sector amounts to US\$48,198m in 2020.

There will always be those that are fans of the classic taste, but for shoppers looking for something different, the expanding craft vodka scene can offer up some quality flavoured options. Kin Toffee Vodka will appeal to those who like a sweeter flavour – it's created in the Lake District and merges a premium blend of vodka with vanilla and toffee.



VINEGAR

Said to help with a range of health benefits such as weight loss and lower blood sugar, apple cider vinegar (ACV) is well and truly integrated into the mainstream. In its unfiltered form it contains the ‘mother’ which is made up of strains of friendly bacteria and proteins.

Brands have been innovating in this category by incorporating tea, fruits and botanicals.

CLEARSPRING ORGANIC APPLE CIDER VINEGAR MATCHA & LEMON

Organic, unfiltered and unpasteurised ACV with the mother, Japanese organic matcha and lemon.
clearspring.co.uk



WILLY'S SPARKLING APPLE DRINK WITH KOMBUCHA & ACV

Gently energising and rejuvenating and made using five clean ingredients including green tea kombucha and craft ACV.
willysacv.com



JITTERBUG APPLE CIDER VINEGAR TONICS

Each of the three flavours is handcrafted in the UK using an array of traditional English botanicals and exotic superfoods.
jitterbug.life.com



“The UK's traditional method sparkling wines have been gaining international recognition over many years now, and as our success continues, we anticipate even further growth overseas in the years to come”

SIMON ROBINSON, CHAIRMAN OF WINES OF GREAT BRITAIN (WINEGB)

DID YOU KNOW?

41 BOTTLES OF SCOTCH WHISKY ARE SHIPPED FROM SCOTLAND TO 175 MARKETS WORLDWIDE EACH SECOND, A TOTAL OF OVER 1.28BN EVERY YEAR

SOURCE: SCOTCH WHISKY ASSOCIATION

WHISKY

Premiumisation is the buzzword in whisky, with brands giving fans of this spirit more choice than ever before. There is innovation in this arena with the aim to provide consumers with a new twist on a traditional drink. For example, Larkfire uses water from the Outer Hebrides to enhance the flavour of whisky for those who like to add a splash of water.

WINE

What trends are making waves in the world of wine? According to the Waitrose & Partners Food and Drink Report 2019-2020, consumers are keen to try out new producers, with Eastern European wine in particular is gaining attention. The retailer reported sales of Slovenian Furmint increasing by 159%. Closer to home, recent stats reveal that 130% more English and Welsh wine was produced in 2018 compared to 2017 (Defra analysis of HMRC Domestic and Overseas Trade Data).





X-RATED

High ABV beers are flooding the market – but they're not your usual park bench nap-inducing brews. Quality options like Magic Rock's Un-human Cannonball (11%), Thornbridge's Necessary Evil (13%) and Ommipollo's Original Chocolate Ice Cream brown ale (6.2%) come with a price tag in line with their great flavour, craft credentials and high alcohol content, meaning that its drinkers relish every sip rather than powering through pints as they would session ales.



YUZU

As shoppers continue to travel the world, their appetite for far flung flavours grows. This is perfectly exemplified in the growth of yuzu in the drink (and food) market; classic citrus flavours like lemon, lime and orange are still highly popular, but new-to-Britain alternatives like yuzu and pomelo are gradually gaining ground in bars, restaurants and retail shelves.



ZERO ALCOHOL

Abstaining from alcohol used to feel like missing out, with minimal 0% options available to enjoy at home or out – J20, Coca Cola and lime and soda are only refreshing options for so long – but in 2020 the picture's looking very different. Approximately one in 10 British drinkers chose not to drink at the year's open as a result of Dry January, and a number of manufacturers are releasing products to satisfy this new demand.

According to the Portman Group, generations differ in their approach to the movement towards lower alcohol consumption. While overall 79% of adults are adopting the recommended maximum alcohol intake (14 units per week), this rises to 84% for 16-24 year olds – in fact, nearly a quarter of adults born in the late 90s onwards are teetotal.

“THE **NO-TO-LOW** CATEGORY IS WORTH **£188 MILLION** – AN **INCREASE OF 23% YOY**”

SOURCE: NIELSEN

“When it comes to drinking and socialising, things are becoming really fluid. The worlds of alcohol and non-alcohol are blurring. People are trying to live well and look after themselves... but they also want something exciting when they're out relaxing or celebrating with friends. So they don't care that much about what that drink looks like, or what you call it... whether it's labelled 'soft' or 'non-alc', comes in a traditional spirit bottle, a can or something else. They just want proper adult drinks that feel special and indulgent, and if they can have them without the strings of alcohol, high calories or sugar then that is a really powerful combination”

ROSH AMARASEKARA, CO-FOUNDER OF HUMBLE WARRIOR



A TASTE OF THE UNEXPECTED

Family-run, classically British and never in the supermarkets, Breckland Orchard does things a little differently

In a world where inspirational start-ups are increasingly targeted by supermarket buyers, it's refreshing to find a family firm that follows its own compass. Founder Claire Martinsen explains...

"What makes us different for most people is the fact we're family-owned, the fact you won't find our products in supermarkets, that they're British-inspired and taste really amazing. And that we're real people you can speak to on the phone. We're a small family business so we all have the same values – anyone who picks up the phone will say the same thing. If you just do the right thing, it's quite easy to know what to do.

"We listen a lot to customers; most of our new flavours and innovations are sparked by conversations with them. I did loads of research around sweeteners, had some samples,

then a friend came around and said, 'Well, if you're going to go low sugar you should probably go zero sugar.' I thought 'Actually, she's probably right.' If things feel right we just go with it. I remember at a show someone from a big smoothie brand asking who did our NPD and I thought, 'Erm... hello! You're looking at her.' If we like it we make it. If things don't work we change them.

"I know getting into supermarkets is some people's dream, it's just not our dream. A lot of people say, 'You'll go to the supermarket one day,' but we won't. We have it printed – emblazoned – on the side of every case. We're really happy that our drinks are served in nice places alongside really good food and drink. That's marked us out; we said we'd do it from the start and 11 years on we still hold true to our roots. When producers get external investment



– private equity, for example – I think there's a pressure to get into supermarkets. We have the freedom to do what we want to.

Taste is really important to us. As outlets have become more foodie-led they attract more families, and so there's a need to have a good soft drinks offer. It's not enough any more to have a beautiful menu and then a pretty average list of drinks that everyone's seen before. Consumers definitely notice when the care and attention doesn't make it into the drinks.

"People say 'your drinks aren't too gassy'; that's because we have a softer fizz than some others. As you carbonate more you start to lose

the flavour; we keep the flavour integral to the drink, starting with classical flavours and give them a modern twist. So for example a cream soda, which is a very traditional British drink, but with a splash of rhubarb. Or unusual combinations like plum and cherry. Yes, we see the coconut waters and kombuchas, but that's not us right now. We take classic British drinks and then play around to get the balance just right. We make sure they work really well as mixers – they're fun mixed with gin – and the balance is just right. Lower carbonation means people who aren't normally fans of fizzy drinks actually love them."

“What makes us different for most people is the fact we're family-owned, that you won't find us in supermarkets, and that we're real people you can speak to on the phone”

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