NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK

2021

DRINKS BUYER

From the publishers of SPECIALITY FOOD

MAGAZINE



INTRODUCING FENTIMANS LIGHTS

MINTEL

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WELCOME TO DRINKS BUYER

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Welcome to the 2021 edition of *Drinks Buyer* from the team behind *Speciality Food*.

The past year has seen challenges and evolution aplenty across the industry, but the drinks sector has had to weather a more ferocious storm than others thanks to lockdowns, closures and the overarching message of 'stay home, stay safe' which saw many business shut their doors for countless months.

However, despite this period of great struggles for many businesses, others innovated like never before; pivoting to cater for the changing needs of consumers, offering products and services which months before shoppers didn't realise they needed, and keeping the British market alive with exciting new products, flavours and formats.

Drinks Buyer 2021 is here to celebrate the vibrancy of the drinks market despite the challenging period it's recovering from, and so within these pages you'll not only find a rundown of the trends, products and market forces to know now, but also profiles of some of the most interesting producers in the market today.

I hope you find it an inspiring read.

HOLLY SHACKLETON
| EDITOR

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CREAM OF THE CROP

With its innovative pistachio drink and strong eco credentials, this young British company is turning dairy alternatives green

If you're looking for innovation in the drinks sector, you'll go a long way to beat plant-based milk alternatives. The sector has shown astronomical growth in recent years, with the Vegan Society predicting that the UK market (valued at $320 million in 2019) will double by 2025. Pushing NPD in this dynamic market is Borna Foods, founded in 2014 by brothers Behnam and Bahram Heydaripour who grew up picking pistachios on certified farms. Their passion for and knowledge of the much-prized crop has stuck; alongside a range of premium pistachio butters, the brothers have brought to market a drink made from roasted pistachios – the nation's first to capitalise on this delicious gourmet nut.

It takes the whole of the nut, carefully sourced from farms in California, to make this creamy but low-fat milk alternative. What's more, Borna Foods' long-held commitment to clean label products means the Premium Pistachio Drink contains no nasty additives – no stabilisers, lecithin or gums.



Each carton contains just pistachios, water, a pinch of sea salt, and added calcium and vitamin B12 (essential nutrients for people on a plant-based diet). Unsweetened and lightly sweetened options are available, with a little sugar added to the latter to suit the taste buds of converts from cow's milk.

So what does this very special nut milk bring to the table in a marketplace jostling with oat, soya and rice milk alternatives? The delicious nutty flavour of premium-quality pistachios gives it a real flavour advantage. The smooth creamy texture will please customers adding it to their cereals and smoothies but also tastes great enjoyed as a drink straight from the fridge. With vegan certification, and halal, kosher and gluten-free status, this innovative plant drink really is for anyone.

> "Low-fat dairy alternatives have shown astronomical growth in recent years, with the Vegan Society predicting that the UK market (valued at $320 million in 2019) will double by 2025"





A APPLES

Apple has been one of the most popular drink flavours for generations, and no wonder – its British heritage, imagery of picturesque orchards and sharp-yet-sweet flavour ticks a lot of boxes. While locally-sourced cloudy apple juice and sparkling cider will always be a popular choice at independents, for 2021 look for revamped options – including Avallen's sustainable Calvados, made with a 'bee positive' attitude at its core.

B BOTANICALS

While consumers get back to nature, so do the drinks options on offer to them. Possibly inspired by the botanics-led gin movement, drinks with botanical leanings satisfy the demand for aromatic beverages which aren't overly sweet. Wild Nettle may seem a particularly bold choice, but it's not too far a cry from that classic botanical so loved in cocktails, soft drinks and more: elderflower. Look out for soft drinks, cordials and infused spirits.



BELVOIR FARM ELDERFLOWER CORDIAL
Made using a family recipe dating back over 50 years, this cordial is made from hand-picked elderflowers for a naturally delicate floral taste.
belvoirfarm.co.uk

NUISANCE WILD NETTLE SODA
A low in sugar sparkling option with delicate floral notes, suitable for vegans and containing no artificial sweeteners or flavours.
nuisancedrinks.co.uk





SEA ARCH COASTAL JUNIPER
A delicious distilled spirit inspired by the Devon coast that is not only alcohol-free but also calorie-free, allergen-free, sugar-free and sweetener-free.
seaarchdrinks.com

ALCOHOL-FREE

"**NO/LOW** ALCOHOLIC **DRINKS** SERVE AS A MUCH-NEEDED **REPLACEMENT** THAT REMINDS US OF THE FAMILIAR, **WITHOUT** ANY **NEGATIVE** HEALTH **IMPLICATIONS** THAT COME WITH **ALCOHOL**"

MARK WONG, FOUNDER OF IMPOSSIBREW CO



NOUGHTY ALCOHOL-FREE CHARDONNAY
Produced with 100% organic Chardonnay grapes and de-alcoholised using a patented method.
thomsonandscott.com

THOMAS TEETOTAL ALCOHOL-FREE APERITIF SPRITZ
An Italian-style alcohol-free pre-mixed aperitif spritz cocktail in a can made with only natural ingredients.
thomasteetotal.com





WILFRED'S APERITIF
A carefully crafted blend of distilled and extracted natural botanicals, made with zesty bitter orange, aromatic rosemary and rhubarb.
wilfredsdrinks.com

"Beer and cider will continue to be shaped by consumer health consciousness and sustainability priorities"

JENNY ZEGLER, FOOD AND DRINK ANALYST AT MINTEL



BEER

Everyone's heard about the growth of craft beer - with consumers look to explore beyond the headliner breweries to uncover smaller, under-the-radar options which tick the boxes around quality, sustainability and story - but what's next? According to Mintel research, shoppers are set to seek out brands which offer a wider range of flavours as well as low or no-alcohol content. Micro breweries are popping up all around the UK, and a quick search online may uncover one or two close to you – consider stocking them to really set yourself apart from the multiples, which are starting to up their game in the craft beer arena.

C CIDER

Synonymous with rural Britain, there's a reason why cider has long been a favourite with drinkers of all ages. These days there's a huge array of options on the market to satisfy all customers, whether they're looking for dry, crisp, refreshing or sweet.



SANDFORD APPLE & OAK CIDER
A dry vintage cider aged in new oak barrels. Showcasing youthful, ripe, bittersweet apple flavours – complemented by notes of vanilla and toasty oak.
sandfordorchards.co.uk

SILLY MOO UNFILTERED CIDER
A naturally cloudy apple cider, whose juices are fermented with the help of wild yeasts before blending with more fresh juice.
trenchmore.co.uk





SHEPPY'S CIDER WITH RASPBERRY
A blend of light but traditional cider apple blend and pure raspberry juice, this is refreshing and not too sweet.
sheppyscider.com

D DISPLAY

While the closure of drink-in establishments such as pubs and bars was arguably catastrophic for some areas of the sector, it has led to great opportunity for retail. With customers forced to drink at home, retailers gained an advantage: stock great drinks, become a destination for discerning customers looking to reinvent the bar experience at home. Display plays a huge role in making the most of this opportunity. Tucked into a quiet corner, even the very best and most vibrant drinks would slip under the radar, so loud and proud display is key. Group drinks together according to occasion – consider options which would be delicious partnered with picnic food; drinks which make an occasion out of a small get-together; and beverages which would partner brilliantly with a themed cuisine – and don't forget to shop around locally for nearby suppliers. With consumers more supportive than ever of their local community, now's the time to quench their thirst for local.

"THE **ENERGY** DRINKS MARKET IS **PROJECTED** TO WITNESS A **CAGR** (COMPOUND ANNUAL GROWTH RATE) OF **9.12%** DURING THE **FORECAST** PERIOD **2021-2026**"

SOURCE: MORDOR INTELLIGENCE

E ECO-FRIENDLY

Like many businesses across the UK, drinks producers are ramping up their efforts to be more environmentally friendly than ever before. From packaging innovations spanning new materials and formats, to supporting litter-picking initiatives and charitable donations to environmental causes, the drinks industry is confidently quenching the thirst of eco-conscious shoppers.

MERMAID GIN
A smooth yet complex blend of fresh organic lemon zest and peppery grains of paradise, with a hint of sea air from locally foraged, fragrant rock samphire.
isleofwightdistillery.com





AVALLEN
A floral, fruity, and completely natural Calvados, Avallen's labels are made from apples.
avallenspirits.com



SAINT BENEVOLENCE HAITIAN RUM CLAIRIN
A crisp and refined rum clairin which sends 100% of its profits to their longstanding non-profit partners in Haiti.
saintbenevolence.com/rum

ENERGY

We all know how modern life can sap energy like nobody's business, and an increasing number of shoppers are looking for ways to up their energy levels without resorting to student deadline-hero Pro Plus or Red Bull. Thankfully, these days there's a surprisingly wide range of options available. Guarana is an increasingly popular alternative to caffeine, and options offering a health boost as well as an energy jolt from a caffeine/sugar blend are set to be popular with health-conscious consumers.



CRAVE DRINKS PINEAPPLE + COCONUT
A mix of natural, functional ingredients expertly blended to help health-conscious consumers stay energised while supporting their immune system.
cravedrinks.com

PURDEYS REJUVENATE GRAPE & APPLE WITH GINSENG
A sparkling blend of fruit juices and botanicals, boosted by B vitamins.
purdeys.com





BOTTLESHOT COLD BREW COFFEE
A sugar and additive-free option with just three ingredients: cold coffee made from ethically sourced beans, water and chicory extract.
bottleshotbrew.com



SPIRIT OF THE PHOENIX

Masons of Yorkshire is no stranger to adversity but a fighting spirit is helping it rise from the ashes

COMMENTATORS



JODY CRADDOCK
MARKETING MANAGER



KARL & KATHY MASON
FOUNDERS

It's been a strange year, but some days in the workplace are more surreal than others. For Jody Craddock and the rest of the team at Masons of Yorkshire, watching three of the most powerful people in the country stroll around the bottling line will long stick in the mind. It was July when PM Boris Johnson, Chancellor Rishi Sunak and Home Secretary Priti Patel visited the distillery to sniff the aromatic botanicals used to flavour the iconic spirit and show support for Britain's fine food and drink sector. "It's probably the weirdest day of my career so far!" says Jody, who is marketing manager at the upwardly-mobile enterprise. "As our constituency MP Rishi has had a relationship with us for over a year, but it was a real boost to be chosen for such a high-profile visit. The last two years have been a real rollercoaster, so it was quite a highlight for our team and the local community."

The highs and lows have certainly been extreme. In 2019 a devastating fire posed an existential risk to the distillery, but saw locals and friends in the industry rally to rebuild. "The community was coming to us with chairs and laptops and stationery," recalls Jody, "and even direct competitors let us use their stills while we got back on our feet. People honestly came together more than we could have imagined."

Then, as the business began to hit its stride with a special Phoenix Edition dry Yorkshire gin raising funds for firefighters, Covid hit. "Like every business in the UK we had a 'what's going to happen?' moment," says Jody. "The on-trade made up a third of sales so a big chunk of the business was affected straight away. We were worried for our workforce – our main concern was our staff."

Finally for a dash of luck: the distillery's new ecommerce platform had gone live in February 2020, and became a thriving hub of activity for gin connoisseurs keen to avoid the shops. Meanwhile production switched to hand sanitiser for anyone who asked – local care homes, the NHS and a local RAF base – cementing the community ties forged in the aftermath of the fire. "The whole experience has left us with a really big ambitions for the next five years and where we want to be," says Jody.





The passion of founders Karl and Cathy Mason – gin lovers emboldened by a 2009 change in legislation that allowed small-batch distilling – shines through in every bottle. The company grew from the grassroots of the 'ginaissance', emerging from a Facebook page set up by Cathy and Karl to share cocktail ideas to a commercial distillery creating Yorkshire's first gin. Now, eight years on and with a core range of five gins under its belt, the business is pushing ahead to new frontiers. "Our new site in Leeming Bar has a gin laboratory," says Jody. "That's something Karl and Cathy had hankered after for ages! Innovation is at the heart of the business so we're looking forward to exploring new flavours, new methods, even new spirits. We've launched three new special editions already this year, but we'll be slowing down as we focus on an exciting new direction."

Whatever innovation the team at Masons has in mind, it'll carry the fighting spirit forged through fire and adversity.

> "Innovation is at the heart of the business; we're looking forward to exploring new flavours, new methods, even new spirits"

MADE THE MASONS WAY

YORKSHIRE'S MOST AWARDED GIN

Our gins have won worldwide recognition and whole host of awards.
Masons Tea Edition is the most awarded tea gin in the world,
achieving Gold Outstanding with 98 points at the IWSC awards 2019.

Let's drink to that.



Telephone: 01677 426 467 Email: orders@masonsofyorkshire.com www.masonsofyorkshire.com

drinkaware.co.uk
for the facts



F FORAGED

Foraged food is one of the biggest trends to come out of lockdown, although it was making big waves in the UK before then – particularly within rural foodie circles – too. Restaurants are shouting about their foraged ingredients, wherever they are based, and drinks producers like Nuisance Drinks are putting it front and centre of their start-up story.



"As a business, by using ingredients which are so freely available on our doorstep, we hope we can inspire consumers to open their minds to nature and embrace the ingredients all around them – experimenting with food and drink whilst feeling the positive mental and psychological effects that can come with foraging"

HUGO MORRISSEY, NUISANCE DRINKS

FUNCTIONAL

As consumers become increasingly aware of the impact what they consume has on their overall health, the opportunity to sell products which offer more than simply refreshment grows and grows. Look out for superfoods such as acai, turmeric and maca in drinks which offer clearly signposted benefits such as a boost in concentration, sleep and nourishment.

HUMBLE WARRIOR MANGO TURMERIC SPARKLING BOTANICAL DRINK
Vivid orange fizz packed with nourishing turmeric. Think juicy orange marmalade with a zingy black pepper finish.
the-humble-warrior.com





WELLBESLEEP APPLE BEETROOT & GINGER SHOT
A nourishing shot to consume before bed for an effective and natural way to fall asleep faster.
wellbemed.com

HAPPY INSIDE LEMON, YUZU & GINGER
A gut-friendly, vegan-friendly and gluten-free drink with no added sugar.
happyinsidedrinks.co.uk



ACCORDING TO INSIGHT FROM **STATISTA**, THE UK **DRINKS** MARKET IS **WORTH** OVER **£3,000 MILLION**

G GINGER

One of the more traditional superfoods, ginger has been renowned for its health-giving properties for centuries. There are plenty of options on the market offering both a delicious spicy kick and health credentials – two boxes shoppers are looking to be ticked – from classic ginger beer (at various heat levels) to Mother Root's energising Ginger Switchel: a unique blend of pressed ginger juice, blossom honey and organic apple cider vinegar.



GIN

Drinks cabinets across the UK are awash with gins of all descriptions – from classic London Dry to fruity or botanical-forward – and while gin has been a trending drink for a few years now, it's still very much worth space on your shelf

SACRED CARDAMOM GIN
This a beautifully fragrant gin, perfect with high quality Indian tonic water, as a twist on classic gin cocktails such as Espresso Martinis or mixed with ginger beer.
sacredgin.com





MOURNE DEW DISTILLERY ROSTREVOR GIN
A fusion of sweet raspberries and strawberries with a hint of mint.
mournedew.com

LANGLEY'S FIRST CHAPTER
Langley's First Chapter is made for those who want a modern, high quality gin but trust tradition as a mark of quality.
ten-locks.com



A SUMMER'S SPRITZ

Raise a glass to an iconic raspberry gin's hottest new incarnations



Summer 2021 looks set to bring plenty of celebrations with friends and family, so what better than a new innovation to toast good times? Pinkster Spritz is a new launch from the brand that brought us gin's hottest hue. Now Pinkster's signature raspberry is joined by two new florals for Pinkster Spritz Raspberry & Elderflower and Pinkster Sprit Raspberry & Hibiscus, which makers recommend revellers serve with a soda water, ice and slice of lime for a low ABV refresher. So why the move to lower alcohol? "With 65% of UK consumers trying to lead healthier lifestyles and 40% actively cutting back on booze, you can see why a lower abv drink like Pinkster Spritz is bang on-trend," says Pinkster founder and MD Stephen Marsh. "By not adding Prosecco, you can really keep the alcohol content down. A 25ml measure of Pinkster with soda has about a third the number of calories than an average glass of wine. How's that for a selling point?"

Catching the affections of the no-low crowd is no mean feat in the current market, so Pinkster Spritzes pull out all the stops in the flavour stakes. "For our Raspberry & Hibiscus Spritz we macerate dried Egyptian hibiscus flowers and ethically-sourced Madagascan vanilla to add layers of complexity to the raspberry spirit left over from producing Pinkster gin," says Stephen. "The hibiscus adds a tartness that combines with the mellow vanilla to create a most refreshing tipple with a little sweetness coming from the fructose in the raspberries."

"We hand-pick the elderflower in local hedgerows (and my own garden) to make the Elderflower and Raspberry, macerating the blooms in our juniper heavy spirit," says Stephen. "We add fresh lemon zest and a little cane sugar to balance the acidity before blending with our raspberry spirit; the result is a massively tasty and refreshing spritz." The versatile and fruity summer Spritzes look set to be a big win for summer celebrations.

> "With 65% of UK consumers trying to lead healthier lifestyles and 40% actively cutting back on booze, you can see why a lower abv drink like Pinkster Spritz is bang on-trend"



H HONEY

For generations, honey has been considered a delicious and healing staple of the storecupboard, and these days its taste and health properties are being explored in the drinks market, too. From mead to honey and superfood-infused beverages, the options out there are satisfyingly varied.

GOSNELLS OF LONDON SIGNATURE MEAD
Created by using honey from an area predominantly full of orange blossom, giving the final mead a light, crisp citrus flavour.
gosnells.co.uk





KEEPR'S SMOKED HONEY BOURBON
This bourbon brings together the beautifully balanced sweetness of honey with a hint of campfire smoke on the palate.
britishhoney.co.uk

BURNING BARN HONEY & RUM LIQUEUR
Silky textured and naturally sweet, this is a blend of peppery golden rum liqueur from Guyana and English honey.
burningbarnrum.com





HEALTH

In a year which has seen the health of the world making daily headlines, it's only natural that consumers will do what they can do to boost their own wellbeing. There are plenty of healthy options out there as the drinks market has adeptly pivoted to suit this timely consumer demand; whether you're looking for low sugar options, drinks boasting superfood ingredients, healthier versions of traditional favourites or functional beverages which offer a boost in concentration/energy/sleep (the list goes on), your customers' thirst for healthy drinks will well and truly be quenched.

I INFUSED

Stirring up thoughts of natural flavours slowly seeping into refreshing beverages, 'infusions' are an enticing way to incorporate interesting flavour profiles into your drinks selection.



FRANKLIN & SONS EXOTIC PINEAPPLE & AROMATIC CARDAMOM WITH CRACKED CUBEB PEPPER INFUSED SODA
A combination of herbaceous cardamom and cubeb pepper, creating a new edge to the vibrant flavour of pineapple.
franklinandsons.co.uk

MOURNE DEW DISTILLERY POOKA HAZELNUT POITIN LIQUEUR
Infused and distilled with roast hazelnuts to give a strong, rich nutty flavour which complements the oaky notes arising from the storage of the spirit.
mournedew.com





RADNOR INFUSIONS UNSWEETENED RASPBERRY & BLACK CHERRY
Flavoured Welsh sparkling spring water containing zero calories, sugar or sweeteners.
radnorhills.co.uk

J JUICE

While shoppers are more aware than ever of the high quantities of sugar that can be in some fruit juices and smoothies, the health credentials of no-added sugar and vitamin-packed options still ring true. Keep an eye out for drinks with additional vitamins and minerals, or that include vegetables as well as fruit.

COLDPRESS MANGO PASSIONFRUIT SUPER SMOOTHIE
A flavourful and vitamin-packed smoothie, containing vitamins A, C, E various B vitamins, plus iron, calcium and zinc.
cold-press.com





JAMES WHITE CLASSIC BRITISH CARROT JUICE
A fresh, lively and surprisingly sweet juice; each glass contains one of your recommended 5-a-day.
jameswhite.co.uk

COTCHEL BRAEBURN APPLE JUICE
Sharp and refreshing, this is a perfect alternative to wine with meals or addition to a cocktail.
cotchel.uk



ACCORDING TO **STATISTA** RESEARCH, THE UK **JUICE** MARKET IS SET TO BE **WORTH** WELL **OVER £2,000 MILLION** IN **2021**





> Within 24 hours of harvesting, the flower heads are poured into a vat and gently hand stirred

A TASTE OF SUMMER

The floral flavour of wild hedgerows takes some bottling, but then Leicestershire's most famous farm has plenty of willing help

The UK has seen its appreciation of local people and places flourish in a tough year of adversity, but for a one drinks producer, community has long been at the heart of operations. It was in the early 80s that John and Mary Manners galvanised local pickers to help them turn waste fruit and abundant elderflowers on their fruit farm into fruit cordials to Mary's recipe. 40 years on their son, Pev Manners, carries on the tradition at Belvoir Farm, anticipating more than a million bottles of cordial will be made this summer. "For us it's one of the most important events on the calendar, when our entire team and local community come together. This year is Covid-style, of course," says Pev. "My parents hated to see good food go to waste and so hit on the idea of making pure fruit cordial as a means to utilise un-picked and over-ripe fruit on the farm. My mum came up with the recipe for our elderflower cordial that's still used to this day, so the harvest is also a real nostalgic moment for me personally."

Rich pickings

This year's harvest may be a little later following a dry and chilly April, but rest assured summer's most delicate and aromatic blooms will be as fragrant as ever. "It's all hands on deck and an intense time," says Pev, "but it's also incredibly rewarding to see our team and local community come together, safely. Each year we have an incredible response from people around Leicestershire and we're amazed at how the event continues to gather support. Our pickers do us proud. Within 24 hours of harvesting, the flower heads are poured into a vat and gently hand stirred – and so begins the decades old tradition of making our much-loved cordial. It's no mean feat and it's hard, gritty work with people dropping off baskets and bin bags full of fresh pickings from morning to evening, but it's also a great excuse to get outside for some fresh air and exercise, and earn some extra cash at the same time."

It's not just local people that benefit. The same careful land stewardship that secures future harvests also supports the biodiversity on Belvoir's 60-acre organic plantation. "Belvoir was born from working with nature, respecting the countryside and its complex ecosystems and supporting sustainable farming," says Pev. "We run our own arable farm and are members of the Countryside Scheme, making sure we always give back at least as much as we take. With the harvest gathered our farm manager Keith starts gentle tilling, aeration and organic fertilising of the plantation, being sure to protect the established nature corridors around it – for wildflowers, butterflies, pollinators and fallow deer. It's all part of doing the right thing by the land and the wider ecosystem as nature's cycle begins again."



Branching out

The rewards of all this care and attention are to be tasted in 27 delicious soft drinks bearing the iconic Belvoir branding. Despite an overall dip in 2020 sales, Belvoir Farm's cordial saw increasing demand as consumers looked for delicious at-home hydration. Now the UK's fastest growing premium cordial brand [source: IRI], Belvoir's overall sales for 2021 are in growth again.

"Last year was exceptional, making sure our team were safe, our customers reassured and our consumer expectations met," says Pev. "Our 2021 forecast is in growth again, and provenance and sustainability remain at the heart of everything we do."



A LIGHTER TOUCH

Its brewed botanicals may hark back to a golden age of brewing but Fentimans' newest range give a contemporary twist to iconic British flavours

Our forefathers certainly knew how to brew up some good flavours, and since the first ginger beers bottled by Thomas Fentiman in 1905, the company has been known for its joyful take on some British classics. From the gorgeously floral Rose Lemonade to the quintessential English Elderflower and fresh Sparkling Raspberry, heady natural flavours ideal for a hot summer's day have long been in evidence. Now these three popular classics from the wider Fentimans repertoire have been given a contemporary twist to please the preferences of a growing group of consumers.

Lights is a new range that gently turns down the sugar whilst delivering maximum refreshment. Each recipe represents a 30% sugar reduction on its classic counterpart, and every bottle in the Lights range contains less than 60 calories. Despite the drop in indulgence each lightly sparkling drink is still a true treat and packed with flavour. Notes of Bulgarian rose oil still sing in the Rose Lemonade; delightful scents of English hedgerows still infuse the Sparkling Elderflower, and Sparkling Raspberry is as fruity and delicately tart as ever.

Maintaining a reputation for exquisite flavour

Revisiting a recipe is a bold move for a premium drink range, so just how hard was it to achieve that reduction without compromising on taste? Subtracting sugar from an iconic flavour profile doesn't always go well, as any of us raised on fizzy sodas in an age before sugar taxes were even dreamt of knows, so how has Fentimans managed it? "The challenge for Fentimans was creating a light range drink using all natural ingredients and maintaining the exquisite flavour we're known for," says the maker's out-of-home marketing manager Neil Donachie. "In other light drink ranges, compromises on overall flavour are sometimes made to meet the requirements of lower sugar and calories. Our approach was always to ensure that anything we produced would contain just as much flavour as our standard range. To do this, we have had to make adjustments and some complex reformulations to our recipes but the authentic flavour we're known for has been maintained."

All-natural approach

Natural processes and time-honoured processes have always been part of Fentimans' USP,

> "Consumers have never been more aware of their own health and calorie intake and are subsequently monitoring their sugar consumption"



> All of Fentimans' soft drinks are made using a unique, artisanal technique known as botanical brewing in which natural botanicals are infused, fermented and blended for seven days to create layers of complex flavours

so the tinkering with the recipe required a nuanced approach. "All of Fentimans soft drinks are made using a unique, artisanal technique known as botanical brewing in which natural botanicals are infused, fermented and blended for seven days to create layers of complex flavours," says Neil. Indeed, Fentimans 'botanically brewed, exquisitely crafted' drinks have traditionally followed a seven-day fermentation process that creates a unique yeasted flavour profile at the heart of each drink. Next essential oils and natural flavourings are expertly blended to create distinct and complex flavour profiles within each recipe, and finally water and a little beet sugar is added before carbonation adds a little sparkle. Pasturising the fizz both protects the shelf life of every brew but also marries together the flavours, giving a well-rounded drinking experience that has won Fentimans the loyal following of countless fans. "Our Light range of drinks still follows this same process," points out Neil, "and this provides additional challenges in comparison to other light ranges."

It's clearly taken some hard work over the last few months... but the result? A collection of naturally-refreshing drinks that deliver Fentimans signature flavours but in an easy-drinking, lighter form that's a little less indulgent but a little more thirst quenching. No artificial sweeteners or flavours are added; every drink is gluten free and vegan friendly, and the sugar content weighs in at just 4.8g per 100g of product. It's a smart step forward if research around sugar consumption and consumer preferences is to be believed. According to research by FMCG Gurus 40% of consumers globally are making efforts to reduce their sugar intake, while of those taking active steps to increase their immune health, 66% are reducing sugar in their diet. With health climbing up the consumer agenda in post-pandemic Britain, sugar reduction is seen as an important tool to avoid excess weight gain and support a healthy immune system.



A growing demand for healthier credentials

Most importantly, the Fentimans range gives consumers more choice. Is the customer approaching the drinks chiller looking for a classic treat or a lighter refreshment? "There is definitely a growing awareness of sugar consumption across all food and drink categories as consumers become more health conscious and governments impose more and more regulations on brands and suppliers," says Neil. "Consumers have never been more aware of their own calorie intake and are subsequently monitoring their sugar consumption."



The rise of heath as a macro trend in fine food and drink is one that may have been impossible to imagine ten years ago. Traditionally cutting down calories has meant a compromise on the eating or drinking experience and therefore undesirable in the realm of foodies. Multiple factors have contributed to the move towards more conscious consumption, but brands that put their customers firmly in control of their own calorie intake – and make healthy choices more appealing – are very much in step with the zeitgeist. As Neil points out, consumers today expect to enjoy a healthier beverage without losing out on taste.

"The monitoring of sugar intake doesn't necessarily translate into a direct desire for 'less sweet' drinks," he says. "There is definitely a growth in products such as flavoured sodas, but what is still most important to consumers is great flavour, whether sweet, dry or savoury. Ensuring your brand delivers against consumer expectations of flavour is paramount and this will mean different things to different brands. For Fentimans it was important that our Light range delivered the authentic flavour we're known for." It's a win: win situation – Fentimans Lights serve up enviable flavour and mouthfeel whilst undeniably fresh and light on the tongue. Consumers can feel good about their drink without compromising on pleasure; retailers can stock the lighter bottles knowing that they deliver the delightful flavours confirmed fans of the brand will expect.

Healthier summer-ready drinks

Summer 2021 is on track to be quite a bumper season, especially if we have a repeat of last year's heat wave on top of a more generous unlocking of restrictions. So how does Neil feel the trend for mixers, soft drinks and low-cal drinks will fare in the months ahead? "Summer is traditionally a high demand period of the calendar for soft drinks and mixers. One trend we've noticed is the growth and support from consumers for local, independent brands. Given holiday restrictions may also create a 'great British staycation' summer, it is likely that independent, craft, premium soft drinks and mixers such as Fentimans will see demand over and above the competition."



Offering a truly iconic British classic has always been a sound strategy, but with Fentimans Lights in the chiller there's a new opportunity to give the paying public exactly what they want.

fentimans.com



KOMBUCHA

Ticking both and experimental flavour boxes, kombucha is a non-alcoholic option well worth stocking up on.

LEMON

The no and low alcohol trend exploded over 2020 and 2021, and it's showing no signs of slowing down, with consulting company GlobalData calling the 2020s the 'decade of no and low spirits'. However, it's not just spirits – zero-alcohol beers, ciders, seltzers and wines are also on the rise, meaning there are plenty of ways for retailers to cater to this growing segment, no matter their drink of choice.



JITTERBUG LEMONADE SWING APPLE CIDER VINEGAR SELTZER
Made from real lemon and lime fruit with a healthy dash of apple cider vinegar, distilled botanicals and sparkling water.
jitterbug.life

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





BUMBLEZEST FUEL + FOCUS
A rejuvenating sparkling water drink with green coffee beans, lemon, yerba mate and matcha.
b-zest.co.uk

L.A BREWERY STRAWBERRY & BLACK PEPPER KOMBUCHA
Delicious strawberries and delicately spiced peppercorns combine for a sweet and fruity taste with a subtle, warm finish.
labrewery.co.uk





JARR KOMBUCHA GINGER
Freshly juiced organic ginger root has been added to JARR's Original recipe for a zesty and fiery delight.
jarrkombucha.com

EQUINOX ORIGINAL KOMBUCHA
Brewed with the finest organic Chun-Mee green tea, pure spring water, and raw cane sugar. Refreshingly crisp and zesty.
equinoxkombucha.com



LOW ALCOHOL

The low and no alcohol movement trend is sweeping through key global markets, including the UK, where a record 6.5 million people took part in Dry January 2021. Indeed, data and analytics company GlobalData even dubbed the 2020s the 'decade of no and low spirits'.

IWSR DRINKS MARKET ANALYSIS **PREDICTS** THAT **CONSUMPTION** OF **LOW** AND **NO** ALCOHOL DRINKS WILL **INCREASE** BY **31%** BY **2024**



MEAD

It's thought to be the world's oldest beverage, but it is as fashionable as ever in 2021. Having regained steam over the last few years – English Heritage said sales increased by an average of 10% year-on-year from 2016-2018 – there are now enough mead makers throughout the UK for connoisseurs to raise a glass to.

MIXERS

Thanks to the pandemic, consumers have fostered a newfound appreciation for home mixology over the past year. This not only calls for high-quality spirits and aperitifs, but also game-changing mixers. Gone are the days when any ordinary tonic water would do. From those made with locally sourced spring water to revamped flavours such as hibiscus or chilli. When it comes to modern classics, quality is key. High-end colas, fresh-squeezed lemonades and fiery ginger beers are the tastebud tinglers of the day.



NUISANCE DRINKS MINT, CUCUMBER & CHILLI
Premium, botanical-based sodas celebrating the wild side of nature.
nuisancedrinks.co.uk

CRAFTED® BY CRACKER DRINKS CO. POSH LIME & SODA
A refreshing and zesty blend of the finest Mexican limes and British soda water.
crafteddrinks.co.uk





FOLKINGTON'S LONG CLUB SODA WATER
Making for a better experience at home, as a long cocktail mixer or as a non-alcoholic alternative with zero calories.
folkingtons.com



> "Confronted with new digital developments and remote working, consumers find themselves in a more cognitively demanding world, which in return will boost this functional area in food and drink"

JONNY FORSYTH, ASSOCIATE DIRECTOR, MINTEL FOOD & DRINK

NATURAL

As the average consumer begins to adopt a healthier mindset towards food and drink following the pandemic, key descriptors like 'natural' will be in the spotlight. Drinks marketed as natural are made up of ingredients that, put simply, can be found in nature. These drinks don't rely on chemicals or technologies, but instead take a pared back approach and let nature's ingredients do the talking.



THOMAS TIPPLE APERITIF SPRITZ
An Italian-style premixed aperitif spritz cocktail in a can made with only natural ingredients.
thomastipple.com

SAVYLL BEVERAGE CO NON-ALCOHOLIC MOSCOW MULE
Savyll cocktails recreate the sophisticated flavours, familiarity and sense of occasion that their alcoholic inspirations bring.
savyll.com





EL BANDARRA AL FRESCO
Made to be mixed with tonic, Al Fresco is soft, bittersweet, with notes of Mediterranean botanicals and a touch of grapefruit.
shop.elbandarra.com



NOOTROPICS

Whether or not you're familiar with the word, every retailer will be aware of at least one nootropic substance: caffeine. Nootropics are brain-boosting supplements that are becoming ever more popular in drink products. Other popular nootropic substances are ginseng or L-Theanine, which are said to improve cognitive functions like memory or creativity.

ORGANIC

The UK's organic market saw its highest rate of growth in 15 years in 2020, according to the Soil Association's *Organic Market Report 2021*. "In times of crisis, people are turning to organic products for the assurance of transparency, integrity and quality they provide," said Finn Cottle, trade consultant at Soil Association Certification.

Beer, wines and spirits showed the strongest growth, with sales rising nearly 33%.



ZEET ORGANIC OLIVE LEAF WATER MINT TASTE
A drink made from olive leaf extract – taken from freshly picked organic olive leaves.
evoozeet.com

SIPFUL ORGANIC BUBBLES
Soil Association certified canned white wine, carefully selected for its light body, low acidity and subtle flavours.
sipfuldrinks.com





LUSCOMBE DAMASCENE ROSE BUBBLY
The heady aroma of Damascene rose petals marries with Muscat grape and Sicilian lemon juice to create a delicious drink.
luscombe.co.uk



ORANGE

The enduring appeal of the Aperol Spritz, with its iconic, deep hue, speaks to consumers' love of all things orange and boozy. Drinks giants have certainly noticed, with Chandon's newly released orange-flavoured Garden Spritz and Cîroc's limited edition citrus summer vodka launching this year.

PROTEIN

With plant-based diets becoming more and more popular among today's consumer – the number of vegans in Britain quadrupled between 2014 and 2019, according to a survey commissioned by The Vegan Society – retailers will find that many shoppers are taking a closer look at drinks that tout added protein, a nutrient that some vegan diets lack. Shoppers are bulking up with enhanced coffee drinks, jazzed up alt-milks and classic protein smoothies and shakes.



PROVENANCE

Today, consumers are increasingly keen to support their local businesses, and for shoppers who are willing to spend slightly more on premium products, provenance is of the utmost importance. Brands that showcase local ingredients in all their glory or tell the story of an entrepreneur who restarted their career just to make this particular product will be noticed by conscious customers. Here are three ways to capitalise on a product's provenance:

- Seek out locally made products, as consumers have a natural inclination to food and drink from areas they know and love.
- Take to social media and tell the stories of your small suppliers. Shine a light on their stories and they will come to life for consumers.
- Show your customers behind the scenes. Whether it's videos from suppliers' farms or kitchens, this can build trust with your consumers.

QUALITY

Consumers' perception of what a 'quality drink' looks like is changing as packaging formats receive a modern revamp. According to Waitrose's *Food and Drink Report 2021*, "Wine in cans, cocktails in post-friendly sachets and bag in box wine have all pushed the boundaries of how people expect to buy good-quality drinks. This trend will only continue as we see more innovation in the industry," it says.

A TASTE OF THE UNEXPECTED

Forget underwhelming no/lows, the standard has been set for a new generation of extraordinary conversation starters



You'd be forgiven for mistaking Nine Elms for makers of alcohol-free wine. After all, No 18 looks like a great bottle of red that would make the perfect serve for a dinner party. Well, half right, but in fact the 'ruby velven' inside belongs to its very own category...

The genesis of this non-alcoholic drink came through personal experience. "Ten years ago we were sitting in dry business lunches getting lovely food but a crappy selection of drinks," recalls Nine Elms co-founder Simon Rucker. "When you're eating the most exquisite food you want something sophisticated and complex that perfectly pairs with it, not an orange juice. We just couldn't find the product we wanted so we decided to do it ourselves."

With a large and growing demographic refusing alcohol for varied cultural, lifestyle and health reasons, the race to find a top-end beverage that could be considered equivalent to a £20-plus bottle of wine was on. "Most non-alcoholic wines have a big hole in their flavour profile where the fundamental ingredient has been removed," says Simon of the creation of No 18. "The question we asked ourselves was 'what would be the perfect product if you started with a blank sheet of paper?"

The answer is a complex, multi-layered drink crafted from four different berry juices and aromatised with an intricate blend of botanical infusions and distillates that is winning plaudits from the most discerning palates. "It works really well with charcuterie, antipasto, barbecued and roasted meats, dark chocolate and a lot of cheeses..." says James Morgan.

A specialist drinks consultant, James joined the team after a two-year global hunt for a non-alcoholic wine befitting the list for his client Hakkasan left him empty handed. "When I tried Nine Elms I thought straight away: 'this is a solution to that problem'. We'll drink to that!

> "When you're eating the most exquisite food you want something sophisticated and complex that perfectly pairs with it. We just couldn't find the product we wanted so we decided to do it ourselves"





RUM

The rise of rum has made this spirit a perennial favourite on drink trends lists, but in 2020 it came into its own as the Wine and Spirit Trade Association crowned it the drink of lockdown. Rum sales grew the most of any spirit during the Covid-19 lockdown.



BELGROVE RUM
A single-origin, pure Demerara rum from Guyana, infused with notes of toasted hazelnut, vanilla and chocolat.
belgroverum.com

RHUM DAMOISEAU ARRANGÉ PINK GUAVA
A rum agricole from Guadeloupe, showcasing hand-picked, hand-pressed and hand-bottled guava fruit.
rhum-damoiseau.com





LIV RUM BLACK SPICED RUM
Subtle spices, fragrant Scottish heather and rich molasses meld to create tantalising sensations of caramel and a hint of mint.
livrums.com

READY-TO-DRINK

RTDs, as they're known in the industry, are a breakaway trend of recent years. The Wine and Spirit Trade Association noted that gin and tonics and cocktails in cans, as well as trendy hard seltzers, saw a 23% increase in sales in 2020 over the previous year. The category has almost doubled in value compared to five years ago.

KEEPR'S HARD SELTZER PASSIONFRUIT & ELDERFLOWER
Delightfully fragrant elderflower and tangy passionfruit and a hint of honey.
britishhoney.co.uk





6 O'CLOCK GIN MANGO, GINGER & LIME GIN & TONIC
An innovative new flavour created in collaboration with chef Romy Gill, MBE.
6oclockgin.com

OPIHR G&T AND GRAPEFRUIT
Exotically rich citrus and spiced pre-mix, blended with Pomelo Grapefruit and a premium tonic.
opihr.com



SUSTAINABLE

Sustainability qualities were once a 'nice to have', but to today's discerning consumers, choosing planet-friendly drink products is a must. In the UK, data from Google found that 55% of people say it has become more important for companies to behave sustainably due to Covid. That means producers and retailers alike should be putting eco credentials front and centre. This could be ethically sourced organic ingredients or a packaging revamp to shun plastics. However they do it, brands that put environmental credentials at the heart of their products will benefit.

SELTZER: SINCE JANUARY 2020, VOLUME **GROWTH** OF **HARD SELTZER** GREW BY **1,087%** TO **1.57 MILLION** LITRES

SOURCE: KANTAR DATA CITED BY THE DRTY HARD SELTZER HANDBOOK

TRADITIONAL

Covid-19 sparked a revival of nostalgic and retro flavours. Comforting, familiar recipes were found to set consumers at ease during an unprecedented global pandemic. But classic flavours aside, traditional-style drinks, such as mead and shandy, are also staging impressive comebacks, especially among younger consumers. The best way to please the masses? A hearty mix of innovative, trend-led flavour combinations, steadfast classics and modern reinventions of traditional favourites.



KINSALE MEAD CO. ATLANTIC DRY MEAD
A delicious, off-dry traditional-style mead, beautifully crisp with a lovely citrus honey flavour, and floral aromas.
kinsalemead.co.uk

PAISLEY DRINKS CO RHUBARB CREAM SODA
High-quality craft soda using the best natural ingredients and real fruit flavours.
paisleydrinkscompany.com





SHANDY SHACK ELDERFLOWER LAGER TOP
A punchy pilsner lager topped with a splash of crisp elderflower pressé.
shandyshack.co.uk

UMAMI

The fifth taste category, which is often forgotten in Western culture, describes savoury flavours such as cooked meats, cheeses and soy sauce, so it may seem an unusual addition to a drink. But adventurous mixologists won't be put off by the prospect of adding seaweed, pickle brine or truffles to a beverage. According to research from ingredients expert Kerry, consumers are increasingly accepting umami tastes as chefs favour complex flavour combinations.

> "Apple cider vinegar has been associated with remedial properties such as improvement in digestion and immunity. Therefore, the rising popularity of a healthy lifestyle is likely to support apple cider vinegar market trends"
>
> **REPORT: FORTUNE BUSINESS INSIGHTS**

VINEGAR

From boosting immunity to supporting gut health, apple cider vinegar boasts a wide array of health claims. These credentials have seen it becoming a familiar ingredient on the labels of drinks brands. Innovative producers have mixed in fresh flavours to mask the strong vinegar taste with everything from fiery ginger to refreshing lemon and sweet berries.



NO.1 LIVING LEMON WATER KEFIR WITH YUZU & MINT
A refreshing, lightly sparkling soft drink that is packed with live cultures.
no1living.com

JITTERBUG APPLE CIDER VINEGAR SELTZER BERRY HOP
Sparkling apple cider vinegar seltzer designed to revitalise from within.
jitterbug.life



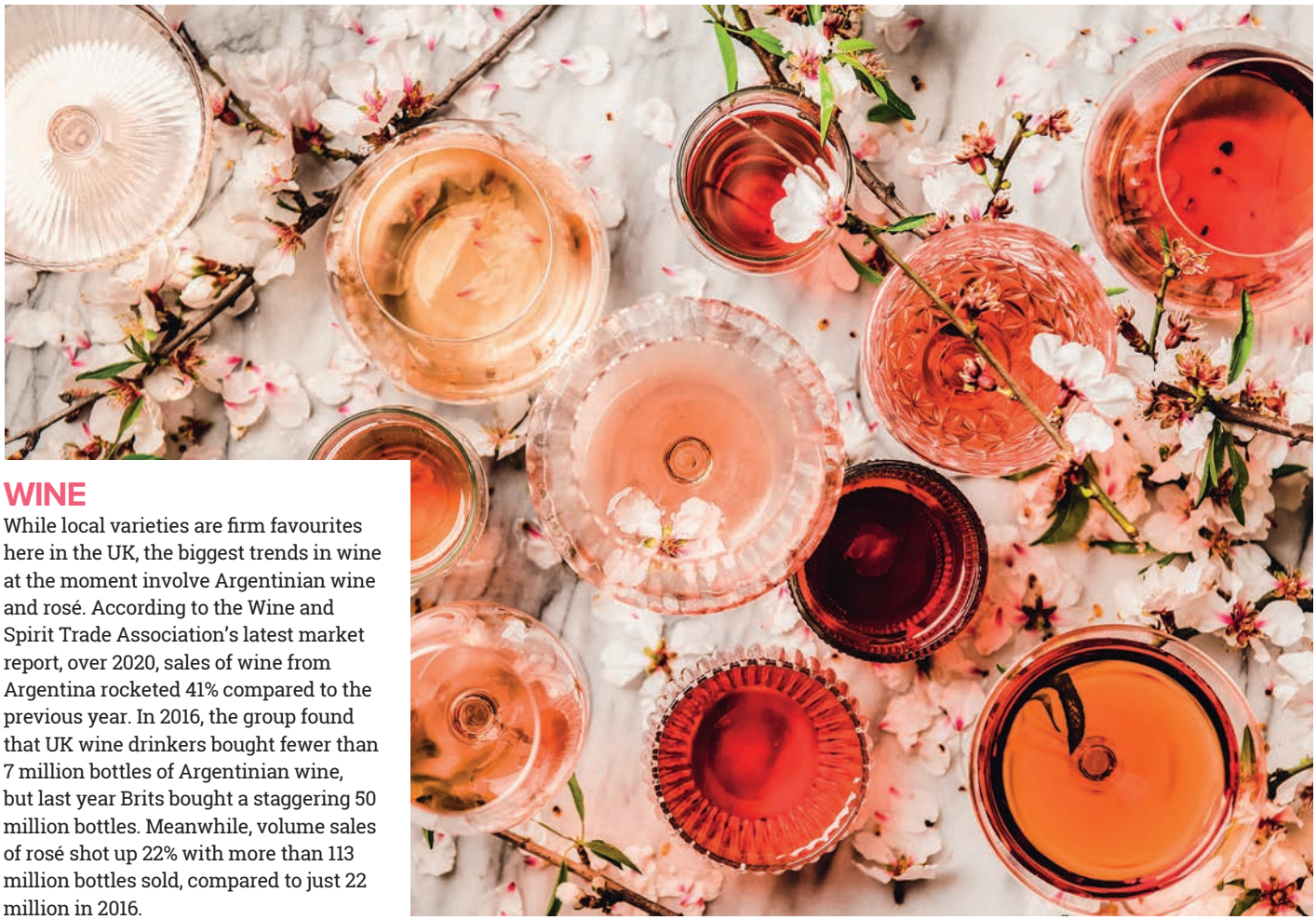


ZINGI BEAR
Inspired by a historic recipe of sparkling water, fresh root ginger, organic acacia honey and apple cider vinegar.
zingibear.com



VODKA

As of 2019, vodka was the biggest spirits category in the UK at £3bn, according to figures from Statista, making it a must-stock for retailers. However, while non-flavoured vodka accounts for the vast majority of those sales, consumers are increasingly intrigued by flavoured versions, led by the profusion of flavoured gins to hit the market in recent years. What's more, craft makers are finally receiving the attention they deserve as shoppers move away from the bigger brands and firm favourites to try something new and innovative. According to Technavio, the craft vodka market is expected to rise by around 30% per year by 2023. From delicate flavours of rose to sweet rhubarb and refreshing mint, there are plenty of premium options for retailers to explore.



WINE

While local varieties are firm favourites here in the UK, the biggest trends in wine at the moment involve Argentinian wine and rosé. According to the Wine and Spirit Trade Association's latest market report, over 2020, sales of wine from Argentina rocketed 41% compared to the previous year. In 2016, the group found that UK wine drinkers bought fewer than 7 million bottles of Argentinian wine, but last year Brits bought a staggering 50 million bottles. Meanwhile, volume sales of rosé shot up 22% with more than 113 million bottles sold, compared to just 22 million in 2016.

W

> "The quality of the 2019 vintage of English and Welsh wines is the best we've ever seen and this, combined with the increase in popularity of English and Welsh reds – particularly lighter styles – make a bumper year for home-grown wine"
>
> **JAMIE MATTHEWSON, WINE BUYING MANAGER AT WAITROSE**



WHISKY

As an industry that's steeped in tradition, whisky makers tend to look at the bigger picture rather than the changeable year-to-year trends, but Covid-19 threw a spanner in the works of whisky's slow and steady growth. However, it wasn't all bad news, as the industry saw virtual events and meetings flourish in the face of lockdown, proving that consumers are highly engaged with this sector.

X

XINOMAVRO

Wine connoisseurs may have tried every trending English and Argentinian variety on the market, but exotic far-flung options can still excite. The Xinomavro variety, grown in the Naoussa region of Greece and likened to Italy's Barolo, is worth noting. "For 2021, our sense of exploring the new will be refreshed, with 20% of us saying we plan to continue experimenting with new drinks at home, rising to a third among 18-24 year-olds," says Waitrose's wine buying manager Jamie Matthewson. "We also expect to see a rise in popularity of lesser-known wine regions and grape varieties."



YUZU

New and improved citrus flavours are taking over the drinks market, from yuzu to blood orange and mandarin to pink grapefruit. Originating from East Asia, yuzu is the most exotic, and thus the most sought-after. Frequently blended with mint, lemon and ginger, it's refreshing and slightly floral.



"The growing popularity of low/no spirits is intertwined with consumers becoming more mindful of the health benefits of moving away from traditional alcoholic drinks. This has driven the ever-increasing choice and quality in the low/no spirit options available, so a low/no drink is no longer viewed as second best; it's becoming a socially accepted first choice"

ANDREW STACEY, CO-FOUNDER OF HERBARIUM DRINKS



ZERO



Consumers' growing interest in health food has fuelled a rise in 'zero' anything and everything. Zero preservatives, zero sugar, zero calories, zero additives – and that's just the beginning. Innovation is booming in the UK for zero sugar in particular. So long as drinks still pack a punch of flavour, consumers are happy to look out for 'zero'.

THE **UK** LAUNCHED THE MOST '**NO** ADDED **SUGAR**' FOOD AND DRINK **(15%)** IN EUROPE OVER THE PAST **5 YEARS**



GRENADE ENERGY BERRIED ALIVE
Using caffeine from natural coffee beans, this drink contains zero preservatives, sugar or calories.
grenade.com

CHAMPIONS CIDER STRAWBERRY & RHUBARB
With zero alcohol and zero added sugar, Champions is for drinkers who love a refreshingly sweet cider.
championscider.com





LOWLANDER WIT
Brewed with reclaimed orange and lemon peel used in bars and restaurants in The Netherlands, with 0.00% ABV.
lowlander-beer.com

SPOKESPERSON



LILIANA JAUREGUI
BRAND MANAGER



A THIRST FOR CHANGE

Naturally rooted in the wellness market, Good Earth brings a premium twist to a thriving drinks category



As retailers and shoppers get back to the business of normal life this summer, some distinct changes look set to linger. Market research suggests health is higher up consumers' agenda than ever, with an in-home report from Lumina Intelligence finding 74% of shoppers are making healthier food and drink choices than they were pre-pandemic. What's more, nearly 60% intend to keep up healthier shopping habits. Add the trend to moderate alcohol intake, plus a strong showing for premium drinks among Brits drinking at home, and the stage is set for a great performance for premium soft drinks with a strong health story. Enter Good Earth, a company founded in California in 1972 with deep roots in the wellness movement.

A healthier fizz

With a long heritage of offering health-focused speciality teas from around the globe, Good Earth launched into the UK's soft drinks market as recently as 2020, winning over consumers with two lines of premium adult soft drinks. The first gives kombucha, a big hitter in the health beverage category, a premium spin. "Our kombucha is all about delivering natural mindful pleasure," says Liliana Jaurequi, a brand manager at Good Earth with a savvy eye on the market. "We have blended organic and all-natural ingredients to deliver a bold and exciting taste experience that earned our range recognition of Product of The Year 2021 in Kantar's chilled fortified drinks category." Brewed from the best organic black and sencha green teas from South India, Good Earth Kombucha (available in Natural; Ginger & Lemon; and Pomegranate & Blueberry) blends natural juices into the naturally-effervescent live drink. The ambient bottles and cans (which will happily sit on shelves for 12 months but are best served chilled) are big on flavour but low on sugar, coming in at just 40 calories per serving.



Big earth energy

Good Earth's latest innovation marks its entry into the dynamic energy drinks sector. Good Earth Good Energy has been blended to appeal to the health aware and those who are tempted by energy drinks but question the levels of sugar and caffeine they get with their desired 'pick up'. The zingy beverage has significantly lower sugar levels than many of its competitors (4.4g per 100ml) and less than 50 calories per can. The vegan friendly, all-natural ingredients in Good Energy also mark it out from other energy drinks on the market. Light and refreshing, its natural boost of feel-good energy comes from guayusa, an Ecuadorian leaf that contributes 80mg of natural caffeine (equivalent to one cup of coffee).

As elsewhere in the drinks market, flavour is a key driver of decision to purchase. Good Energy serves up a premium option for the category, and is available in Blood Orange & Tangerine, and Raspberry & Blueberry. The blend of natural fruit juices add a nutritious boost of vitamin C (7.5% RDA). Good Energy is a smart move into a growing market. In 2019 the traditional energy category was valued at £94m in foodservice alone, but with 75% of consumers surveyed by Mintel concerned about the artificial ingredients in energy drinks, a natural source of energy is a big selling point.

A feel-good purchase

A thirst for products that support consumers' ethics is growing too, and Good Earth has long prioritised measures to minimise its environmental impact. Ingredients are sustainably sourced, organic and housed in 100% recyclable packaging. What's more, sales from Good Earth generate a little extra 'good energy' for the planet. The company is a signatory of 1% For The Planet, a sustainability initiative that sees one percent of gross sales donated to environmental projects.

> "We have blended organic and all-natural ingredients to deliver a bold and exciting taste experience that earned our range recognition of Product of The Year 2021 in Kantar's chilled fortified drinks category"

GOOD EARTH
CALIFORNIA 1972

GIVE SALES A BOOST WITH THE REFRESHING FLAVOURS OF NATURE



ALL NATURAL & ORGANIC

GOOD ENERGY

- Natural caffeine from Guayusa
- 15mg of Vitamin C
- 50 calories
- Vegan friendly

KOMBUCHA

- Made with live cultures
- Low sugar
- 40 calories
- Ambient distribution

See our whole range at www.goodearth.co.uk

Ask for samples and how we can support sales
tradeenquiries@goodearth.co.uk

1% FOR THE PLANET

* Kombucha - winner chilled fortified drinks category Survey of 9,865 people by Kantar



*IRI Total Premium Ready to Drink Category, Value sales, IRI Major Multiples YTD to 24/4/2021