

NEW PRODUCTS, LATEST TRENDS, THE DRINKS TO STOCK DRINKS BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD



LIFE IS SWEET

The Continuing Rise of the Sweet Potato Spirit Company

COCKTAILS

REMY SAVAGE,
ARTESIAN BAR
AT THE LANGHAM
P. 6



SPIRITS

NATALIE MITCHELL,
WAITROSE
P. 34



WINE

RICHARD WEAVER,
MAJESTIC WINE
P. 34





WELCOME TO DRINKS BUYER

Welcome to the 2018 edition of Drinks Buyer, brought to you by the publishers of Speciality Food – our annual delve into the world of speciality drinks.

The past 12 months have seen the gin boom go from strength to strength, and rum being lauded as its potential successor. The craft beer trend has shown no sign of abating, with industry behemoths continuing to buy innovative smaller producers while up and coming breweries continue to experiment and come up with yet more exciting flavour concepts. Free-from has well and truly entered the world of speciality drinks, and gluten-free and sugar-free tipples are now sharing the shelves with their conventional counterparts, with alcohol-free beating a path to



popularity as the tastes and demands of the buying public change.

Meanwhile, while the buzzwords of the fine food industry – handmade, artisan, small-batch – are increasingly being adopted by the big boys, while our industry’s pioneers continue to take great strides in pleasing, educating and surprising Britain’s discerning drinkers.

In these pages, we give you a rundown of the products and trends to know now – from alcohol-free to X-rated – and shine the spotlight on some of the producers doing brilliant things in terms of innovation, telling a story and making a difference.

Holly

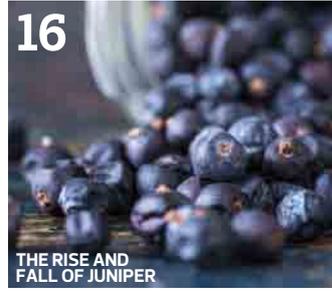
holly.shackleton@aceville.co.uk

PROFILES

- 5 Sheppy's Cider
- 9 Folkington's
- 11 Greensand Ridge
- 12 London & Scottish
- 13 Pinkster
- 15 LivOn
- 18 Radnor Hills
- 19 La Mortuacienne
- 20 The Sweet Potato Spirit Company
- 22 White Heron
- 24 Jeffrey's Tonic
- 28 Lyme Bay Winery
- 31 Frankin & Sons
- 33 The Garlic Farm
- 35 Borough Wines
- 38 Breckland Orchard



6 COCKTAIL EXPERTISE FROM THE LANGHAM



16 THE RISE AND FALL OF JUNIPER



26 WHY TO STOCK ORGANIC



30 THE ENDURING POPULARITY OF SPARKLING WINE



34 WHAT'S TO COME IN WHISKY

Editor
Holly Shackleton 01206 505981
holly.shackleton@aceville.co.uk

Deputy Editor
James Fell 01206 505971
james.fell@aceville.co.uk

Head of Editorial (Business)
Fae Gillfillan
fae@aceville.co.uk

Group Advertising Manager
Sam Reubin 01206 505936
sam.reubin@aceville.co.uk

Senior Account Manager
Aaron Northcott 01206 505934
aaron.northcott@aceville.co.uk

Account Managers
Samantha Giles 01206 505240
samantha.giles@aceville.co.uk
Jessica Stevenson 01206 505901
jessica.stevenson@aceville.co.uk

Art Director
Lee Whiteford
lwhiteford@btconnect.com

Accounts
Sue Carr 01206 505903

Subscriptions
01293 312188
specialityfood@subscriptionhelpline.co.uk

Publisher
Helen Tudor 01206 505970

Published by
Aceville Publications Ltd, 21-23 Phoenix Court,
Hawkins Road, Colchester, Essex, CO2 8JY

Disclaimer: The views expressed in this publication are not necessarily those of the publishers. Every effort is made to ensure the veracity and integrity of the companies, persons, products and services mentioned in this publication, and details given are believed to be accurate at the time of going to press. However no responsibility or liability whatsoever can be accepted for any consequence or repudiation of responding to any information or advice given or inferred.

Frobishers
WE KNOW JUICE

AWARD WINNING FRUIT JUICES AND JUICE DRINKS
PACKED FULL OF PERSONALITY

SALES@FROBISHERS.COM | 01293 786610 | WWW.FROBISHERS.COM | FOLLOW US @FROBISHERS

GINGER DRAGON
GINGER JUICE
NATURAL STRENGTH

BRC A certificated site. Organic, Fairtrade and regular.

Cans and aseptic pack for drinks manufacturers.

Consistent quality and flavour from dedicated growers.

SOIL ASSOCIATION ORGANIC | BRC AGENTS & BROKERS CERTIFICATED

Ginger Dragon Ltd., Huckworthy Lodge, Sampford Spiney, Yelverton, Devon, PL20 6LP
T: 01825 830007 F: 05603 149773 E: gingerdragon@btconnect.com W: www.gingerdragon.com



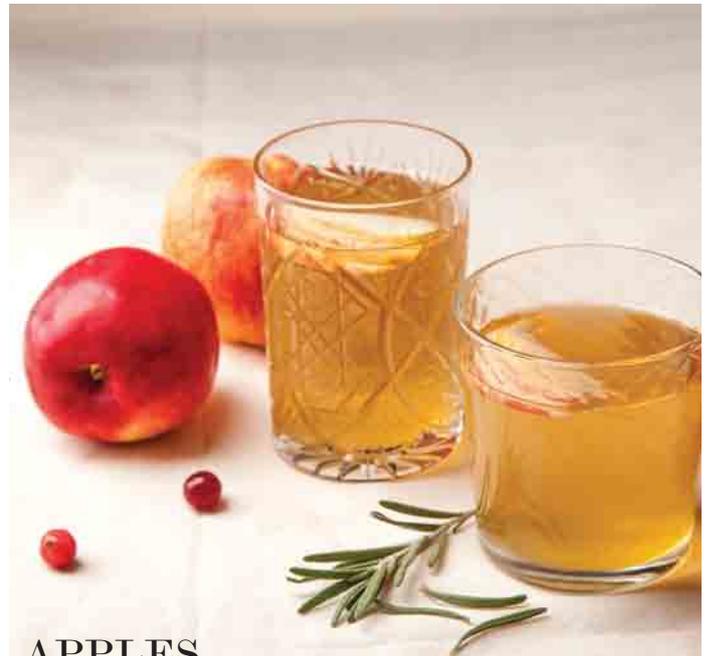
ALCOHOL-FREE

Parallel to the boom in high quality alcoholic drinks – from spirits to beer to English wine – is the growth in popularity of low or no-alcohol options. Alcohol-minimisers are becoming more prevalent than ever (it's most evident in the 16-25 age bracket), while the number of consumers becoming fully teetotal is growing year on year.

At 2017's Global Drinks Forum in Berlin, global future and culture planning director at beverage behemoth Diageo, Zoe Lazarus,

explained that the movement is largely about consumers' "holistic wellbeing and leading a balanced lifestyle".

No doubt this is affected by an increasing number of low/no alcohol products entering the market; keep an eye out for Seedlip's pioneering non-alcoholic spirits, and New Producer Award-winning Big Drop Brewery's range of beer. In the words of Ben Branson, founder of Seedlip: "We have created a new 'NA Spirits' category informed by the 17th century to meet a modern need. The future for us is to continue to lead the fight towards poor mocktails and fruity sweet childish drinks and raise awareness about the potential of what can be done with drinks that don't contain alcohol."



APPLES

Apples seem to be enjoying their moment in the sun right now, and it's non-picture-perfect fruit that are in the spotlight

- 'Wonky' fruit (and veg) is surging in popularity, thanks to its links to sustainability and rejection of supermarket-peddled notions of perfection, especially when it comes from British orchards
- According to the National Association of Cider Makers, 45% of the world's cider market is represented by the UK – buoyed by exciting flavour options and the adoption of alternative fruit

ARTISAN

The consumer appreciation for 'artisan' shows no sign of waning, especially in the speciality spirits market – gin, it will come as a surprise to few, is the trailblazer in this movement. A report by accountancy group UHY Hacker Young states that "boutique" distillers are gradually knocking the big brands off their perch, with the number of distilleries jumping by 107% since 2012.



BEER

The British beer market is in fine fettle right now, and it's easy to see its importance in the market. Bottle shops and craft beer-focused pubs and bars are popping up all over the place, and even supermarkets have gotten in on the action – to keep your stocks flowing, opt for quality local brews and find out what your customer wants and give it to them.



ADNAMS SPINDRIFT

A bright and crisp brew with continental-style smooth white head from Suffolk.
adnams.co.uk



NIRVANA BREWERY TANTRA

A traditional English pale ale with a malty body, but alcohol-free.
nirvanabrewery.com



MAGIC ROCK CANNONBALL

A fruity, hoppy and malty IPA with strong bitterness.
magicrockbrewing.com



BUYER TIPS

- **Consider your customer:**
Is your customer adventurous or traditional? Stock to suit their tastes
- **Think local:**
Support your regional producers for a unique selling point
- **Pair and upsell:**
Research drinks which pair well with the foods you stock
- **Keep an eye out:**
Look out for new launches and interesting partnerships which could tempt your customers' tastebuds

EXPERTISE FROM APPLE TO GLASS

Old meets new at the centuries-old Sheppy's, as the cider maker introduces cans to its award-winning range

Sheppy's has a rich heritage and over 200 years of cider-making knowledge. At its helm is David, the current master of cider at the centuries-old cider producing family business. From apple to glass, his hands, knowledge and expertise are behind every drop of cider that bears the Sheppy's name – his instinct is key. David champions the same methods that were used

by his forefathers generations ago. Today, those rare traditional crafting skills are blended with the very best modern technology, turning home-grown apples into an acclaimed collection of ciders. Consumers know they are getting the real thing, and millennials in particular are favouring niche, specialist brands with provenance and heritage.

WHAT'S IN THE RANGE?

Their new-look cans of VAT 07 Premium Cloudy and VAT 14 Premium Classic ciders are a nod to both their rich history and an exciting future.



Named after some of the actual vats they have used for many years to help mature their cider, VAT 07 and VAT 14 have been crafted to meet the evolving tastes of cider drinkers. Forward thinking and targeting responsible drinking, the cans are easy to stack, easy to stock, leave less of a carbon footprint and look great. They now sit alongside the award-winning range of 500ml bottles, consolidating the premium and progressive positioning of the Sheppy's Cider brand.

200 Special Edition, Sheppy's multi award-winning cider, was created in 2016 to celebrate their bicentenary. It embodies their stewardship of the farm's orchards and six generations of Sheppys. This cider has gone from strength to strength in terms of popularity and is now one of Sheppy's best-sellers.

Vintage Reserve won two stars in 2017's Great Taste awards, and it continues to win cider lovers' hearts. Always blended from one year's harvest, this cider is a mixture of bitter and sweet



traditional English cider apples. It's a clear winner for craft cider fans.

Recently Sheppy's have been experimenting with the summer favourite, adding pure raspberry juice to create a medium sweet cider. This special option is likely to tempt those looking to try something new. Enjoying a cold, crisp cider outdoors is synonymous with the warmer, hazy months – whether that is a traditional glass of apple cider, or a slightly more modern fruity alternative.

REAL CIDER TAKES TIME. 200 YEARS.

We are one of the oldest independent cider making families in the world with a proud history that goes back more than 200 years.

Under the watchful eye of David Sheppy, our sixth generation Master of Cider, we continue to champion the same traditional methods, using our rare crafting skills to produce the Sheppy's range of award winning and world class premium craft ciders.

We wouldn't put our name on anything less.

DAVID SHEPPY
MASTER OF CIDER



ESTD. 1716 1816
SHEPPY'S
MASTER OF CIDER

To find out more and receive your sample contact the Sheppy's Cider team today:

www.sheppys-trade.com
sales@sheppyscider.com
01823 461 233



NR18 SERVING NORTHERN HOSPITALITY
20-21 MARCH AT MANCHESTER CENTRAL

Come and meet the team on stand F62

6

COLA

Coca-Cola may be an international behemoth which sells, but if your customers have a penchant for cola why not sell cans from the producers more in-tune with the speciality market?

COCKTAILS

“ Rather than distinctive flavours I think it’s more the process that intrigues people today. Our guests are keen on experimenting and trying new things, whether it’s fermentation, roasting or distillation. Bar teams have been looking outside the ‘conventional’ cocktail world in their search for new flavours and experiences, and that in turn affects consumer behaviour ”

REMY SAVAGE, HEAD BARTENDER AT ARTESIAN BAR AT THE LANGHAM

PRODUCER SPOTLIGHT



GREEN COLA

There is no cola like Green Cola – a sugar tax busting great tasting cola containing no sugar, no calories, no aspartame, and no phosphoric acid.

It is healthier than any other cola on the market and gets its name from the fact that it contains natural caffeine from green coffee beans, instead of the manufactured caffeine you find in most colas. In taste tests, consumers say it beats the leading brands so there is no compromise needed for a healthier option!

The drink is already a big hit in many countries. Green Cola is sold in 330ml cans RRP 70p, 500ml PET bottles RRP £1.30.

uk.greencola.com



KARMA COLA

Organic, Fairtrade and made with cane sugar and cola nut grown in Sierra Leone.
karmacola.co.uk



GUSTO NATURALLY SLIM COLA

A blend of spices, essential oils and African cola nut, made in Devon.
drinkgusto.com



GREEN COLA

A zero sugar and calories cola, caffeinated with green coffee beans.
uk.greencola.com



CORDIAL

Since their introduction to Britain in the 15th century – they originally took the form of herbs and spices steeped in alcohol – cordials have come a long way. A traditionally simple product, made using just sugar and fruit or flowers, they’re often seen as a higher quality version of the modern-day ‘fruit squash’ and therefore are a great stocking option for fine food indies. Fruity flavours are abound, but don’t ignore the classic elderflower cordial – despite its Victorian roots its popularity is soaring, helped by its increasing usage in baking and cooking.



BELVOIR ELDERFLOWER CORDIAL

A surprisingly versatile mix of elderflowers, lemon juice and spring water.
belvoirfruitfarms.co.uk



DISPLAY

Stocking the very best wines, beers, spirits and beyond is all well and good, but to really make them fly off the shelves you need to ace your display game. Simple, practical shelving is perfectly adequate – there’s no need to invest in a new system unless your bottles are in peril of smashing – but there are plenty of ways to jazz them up:

- **Think seasonal:**

Whether it be Christmas, Easter or barbecue-season, group similarly-themed products together and make them stand out with themed display or decoration

- **Educate your customers:**

Knowledgeable staff are invaluable, but on the occasions when they’re otherwise occupied, make sure your customers are learning about your products with some educational displays. They may be put off by an overly wordy label, but noting a few key points about the products you want to shout about will prove to be a worthwhile selling tool

- **Inject some personality:**

On the subject of educating your shoppers, consider adding a personal touch by highlighting staff favourites. One retailer which employs this trick with aplomb is Waterstones – check theirs out, and consider how you could adapt their style to suit your shop

- **Get organised:**

A muddled shelf of bottles of all shapes and sizes can be anything but appealing. Spend some time organising your stock into clear categories, and consider sub-categories too. Beer lovers would appreciate a display divided

into local, craft, ales and stouts – and it could prove to be a great conversation starter, too

- **The value of pairing:**

We all know that certain drinks pair brilliantly with certain foods, but how many of us promote this with our displays? It’s rarely practical to display a cheese next to its perfect wine partner, but if you particularly enjoy a glass of Pinot Noir with your dark chocolate, don’t be afraid to display a couple of bars next to the bottle on the shelf



URBAN CORDIAL COMPANY RASPBERRY & ROSEMARY

A summery combination of earthy rosemary and tart yet sweet raspberries.
theurbancordialcompany.com



FIOVANA MANGO, PASSIONFRUIT & GOJI BERRY

A refreshing, superfood-packed cordial sweetened with coconut nectar.
fiovanadrinks.co.uk

Find out more at
www.foodmatterslive.com

Tuesday 20th - Thursday 22nd November 2018
ExCel, London



Get a taste for the next big thing in
healthy, functional & 'better for you'
drinks.

food matters live...

MANY VOICES, MAKING FOOD MATTER.

Join the conversation:

 @foodmatterslive

 www.foodmatterslive.com/linkedin

 www.foodmatterslive.com/facebook

Join 800 exhibitors and 400 speakers
at Food Matters Live 2018 - providing a
platform to showcase and source the latest
innovations in healthy and 'better for you'
food, drink and ingredients.

Find out more at
www.foodmatterslive.com

E

EVENTS

Hosting events can offer a range of benefits to your business, from an increased customer base to a sense of community. Here's three ideas to get you going:

- Invite a local drink maker to run a tasting session in your store
- Host a wine and cheese pairing evening
- Host a themed night – invite locals to taste test a range of gins, for example. Give them a pen and paper to write tasting notes, and be sure to provide something to soak up the samples!

ECO-FRIENDLY

No doubt you stock a couple of Fairtrade and organic options in your confectionery and snacking range, but have you considered Biodynamic wines and environmentally-friendly beer? We recommend checking out Sedlescombe Vineyard and Toast Ale.

“ Beer is a brilliant way of preserving the calories in bread – the UK's most wasted food item, with 44% wasted across the whole food chain – and has a far longer shelf-life. Since we launched in January 2016, we've rescued 6 tonnes of bread and brewed 56,000 litres of beer ”

Louisa Ziane, CBO & CFO at Toast Ale

FRUIT JUICES

While consumers may be wary of consuming drinks high in sugar, the natural health benefits of fruit juice have seen its popularity continue – according to Mintel, four in five British consumers drink fruit juice, juice drinks or smoothies.

F

PRODUCER SPOTLIGHT

FROBISHERS

Frobishers have been creating and supplying the finest fruit juices and premium juice drinks for over 25 years.

It's an industry they're as excited about now as they were when they started out in 1992. Frobishers make it their mission to supply the best quality juices from the best quality fruits, sourced from the best producers in the world. They pick, press and squeeze all the natural goodness into their drinks so each of them stands out with a natural, 'look at me' colour and a guarantee of no concentrates or added sugar, just pure honest fruit.

You'll find Frobishers lining the fridges and shelves of many of your favourite farm shops, delis and independent retailers as well as pubs, bars, cafés and restaurants.

Their award-winning credentials include Great Taste Gold Stars, Taste of the West Awards and the Zero Alcohol Awards, so you can always be assured of the best pick of the bunch when you choose one of their fruit bursting flavours. Choose from nine juice flavours and two smoothies plus three still and three sparkling blended juice drinks under the Fusion and Classics brand name. They also have a range of cordials which include five well-travelled flavours using an innovative blend of fruit and botanicals.

frobishers.com



FROBISHERS PINEAPPLE JUICE

100% Pineapple Juice sourced from the sun-drenched plantations of Costa Rica.
frobishers.com

LUSCOMBE MOSTLY DEVON APPLE JUICE

This organic apple juice is rich with woody undertones and a good depth of flavour.
luscombe.co.uk



WOBBLEGATE CRUSHED FRUIT JUICES APPLE & RASPBERRY

Apple juice mixed with Scottish raspberries for a refreshing drink.
wobblegate.co.uk



FUNCTIONAL

Cash in on the wellness trend with these health-boosting tonics

WILD FIZZ KOMBUCHA LAVENDER FIELDS

An organic sparkling tea, full of gut friendly live cultures, vitamins, enzymes, acids and antioxidants.
wildfizzkombucha.com



VITNESS BEAUTY VITAMIN RHUBARB ROSE

An all-natural collagen and vitamin drink to feed your skin, hair and nails from within.
wearevitness.com



BRAIN FÜD BERRY & COCONUT

The natural alternative to the artificial energy drinks – with no added sugar, seven vitamins and a natural boost from guarana.
brainfud.co.uk



A CASE FOR MIXERS

The meteoric rise of craft gin has meant that tonic and mixer manufacturers are being put to the test with matching the quality on show. Game on, says Paul Bendit, founder and managing director of Folkington's



WHY SHOULD FARM SHOPS AND DELIS STOCK THE FOLKINGTON'S RANGE OF MIXERS?

Consumers are finding that mixers in mini-cans are becoming hugely popular at home. They are an ideal size for a single serving, and that means there's no more waste from having to throw away half-used plastic bottles of tonic water. Mini-cans in convenient packs of eight are traditionally more the stuff of the supermarkets, so Folkington's is now able to bring this convenient format to the consumer via

independent retailers. And being top of the range in quality, they're ideal for any delis and farm shops looking to broaden their offering.

WHAT IMPACT HAS THE RISE OF ARTISAN GIN HAD ON THE POPULARITY OF YOUR MIXERS?

There are now well over 250 artisan gins on offer and each one tastes markedly different. So it follows that they all pair differently with tonic waters, which has led to an increased consumer interest in mixers. But not all mixers are the same, so Folkington's has brought additional choice into the market with their experience of making really high quality soft drinks.

WHERE ARE THE INGREDIENTS SOURCED FROM AND HOW IMPORTANT IS QUALITY TO THE BRAND?

Folkington's core principle has always been the use of just a few ingredients of really high quality and true provenance. It emulates the philosophy behind local Italian cuisine, which is based around "less being more". So our mixers contain



INDIAN TONIC WATER
Folkington's Indian Tonic Water is made from a blend of natural quinine (from Indian cinchona bark) with citrus and floral botanical extracts made in small batches.

a few botanical extracts that have been made using the principles of green chemistry, rather than "manufactured" flavours. This means that they are clean, uncomplicated and free from exaggerated aromas and after-tastes.

WHAT ARE SOME POPULAR SERVING SUGGESTIONS USING THE PRODUCTS?

Aside from gin and tonic, we are seeing a growing interest in gin and Ginger Ale and Ginger Beer (the English Mule), and a revival of our old-school Bitter Lemon, which also pairs really well with rhubarb gin and sloe gin.

“ Folkington's core principle has always been the use of just a few ingredients of really high quality and true provenance ”

Deliciously British drinks made with natural ingredients..

Folkington's authentic juices and mixers

Natural Juices

Folkington's juices are made from sustainably sourced ingredients. They are only ever made with pure, not from concentrate fruit juice and British grown ingredients, where our climate allows.

12 X 250ml

www.folkingtons.com



GIN

It will come as no surprise to hear that the gin market is booming. In 2017, UK gin sales soared to £1.2 billion – in fact, according to Kantar Worldpanel, Brits spent £36 million on gin in supermarkets the week before Christmas, a 45% jump from the year before – and new distilleries are opening all the time to cash in on the demand. In line with this, the range of premium tonics on offer to discerning drinkers is growing, too.

PRODUCER SPOTLIGHT

PUDDINGSTONE DISTILLERY

Husband and wife team Ben and Kate Marston opened Puddingstone Distillery to the public in November 2016, and with it launched their signature Campfire London Dry gin to critical acclaim.

The Independent Online listed it as their Spirit of the Month (March 2017) and industry commentator Olivier Ward (Gin Foundry) wrote: “it’s finely crafted, utterly delicious and would work fantastically in many a classic cocktail, thus filling gin’s role, albeit working to its own rules”. These accolades were shortly followed by an ADI International Spirits Award.

Sharing the firelight are the bourbon Cask Aged and Navy Strength gins, the latter awarded Gin of the Year in the Navy category at the 2017 Craft Distillers Expo.

Everything from the preparation of botanicals through to distillation, bottling and labelling is carried out by Ben and Kate at Hertfordshire’s first gin distillery, Puddingstone Distillery. puddingstonedistillery.com



SALCOME DISTILLING CO. FINISTERRE
Tempered citrus notes, wonderful candied citrus aromas and moreish saline hints.
salcombegins.com

SLOEMOTION SLOE GIN

Rich aromatic cherry flavour from sloe and a hint of almond from sloe stone, giving a full flavour in the mouth.
sloemotion.com



BRIGHTON GIN
Made with 100% British wheat spirit, juniper, fresh orange and lime peel, coriander seed and milk thistle.
brightongin.com

GINGER

Popular for its spicy flavour as well as its health benefits – ginger is thought to reduce inflammation and ease nausea – ginger has become increasingly popular in the drinks market. Added to functional, wellness-focused drinks including juices and teas and used as a base in cordials, its best-known example – ginger beer – is going through a renaissance of its own, with flavours like chilli and lemon being added for a modern take on the classic.



PEEL & SPICE GINGER WITH CINNAMON

Spice-infused sparkling drinks with zero sugar or sweeteners: not a soft choice.
peelandspice.co.uk

CAWSTON PRESS APPLE & GINGER JUICE

made by balancing fiery root ginger with sweet apples.
cawstonpress.com



OLD HAMLET WINE & SPICE GINGER BEER KIT

Fairtrade sugar and spice and yeast sachets for three mixes of homemade ginger beer.
oldhamletwineandspice.co.uk



PRODUCER SPOTLIGHT

MANCHESTER GIN



Contemporary in style and incorporating locally inspired botanicals such as dandelion and burdock root, each bottle is lovingly handmade by Seb Heeley and Jen Wiggins, a couple that met and fell in love in the heart of Manchester.

We are an independent distillery located in the city of Manchester, producing the finest small batch gins that are traditionally distilled in copper column stills.

Our signature Manchester Gin is a beautifully balanced, smooth citrus gin which won two gold medals in 2017 – the Spirit Masters Awards 2017 and the IWSC 2017. Our Raspberry Infused Gin is a delicate, fruity take on our classic recipe and is also an award winner, winning silver at the Spirit Masters Awards 2017.

With a real passion for gin, every part of the process is done by hand; from distilling each run right through to the signing of each bottle.

manchestergin.co.uk

Perched overlooking the beautiful Kent Weald is an apt location for eco-focused distillery Greensand Ridge. Housed in a converted Victorian coach house, the Garden of England-based operation was founded by ex-IT, finance and marketing worker Will Edge, who opted to escape the rat race, follow his passion for the art of distilling and embark on a Masters Degree in Brewing & Distilling. Although concocting an array of world-class spirits – the range includes a gins, a brandy and rum – was always Will's chief intention, running the distillery in a sustainable way was just as key a concern.

The Greensand Ridge distillery launched in 2015 with the intention of reducing food waste at the farm gate by fermenting and distilling quality fruit that supermarkets wouldn't accept, and combining them with local botanicals such as cobnuts. Powered by 100% renewable electricity, Will and his team are committed to achieving zero waste, chemical and plastic use. Will's drive to operate as an environmentally-friendly distillery is getting noticed, too, with the company the only recipient in the world of the prestigious Master

ENVIRONMENTALLY INSPIRED

A desire to create premium spirits in a sustainable fashion drove serial home-brewer Will Edge to launch Greensand Ridge



Medal in Green Initiatives from the Spirits Business Distillery Masters.

"Sustainability is absolutely central to how I run the business," explains Will. "It's not something that you will necessarily see front and centre on our products, because primarily I want people to buy our spirits because they taste amazing and look beautiful, but scratch

below the surface and you'll see that we don't compromise on that ethic." Every planning or move the company makes is informed by sustainability, for example the distillery's organic waste goes to feed local smallholdings where the company sources its meat for events.

Using some of the best equipment in the world – a 300 litre Holstein copper pot still with rectification column, to be precise – Will uses fermentables from local farms and food producers. In fact, his penchant for using local produce is what inspired the company's name. "We're named after the Greensand Ridge which surrounds the Weald," says Will. "This reflects our ethic of making spirits from the flavours of the area." We'll drink to that.

APPLE BRANDY: A barrel-aged brandy created from quality surplus apples from fruit grows in the Weald of Kent and Sussex – the true whisky of the Weald.



LONDON DRY GIN: A multi-award-winning small batch gin that includes 15 carefully selected botanicals.

RASPBERRY GHOST: A delicious Eau de Vie that captures the aroma of ripe Kentish raspberries.

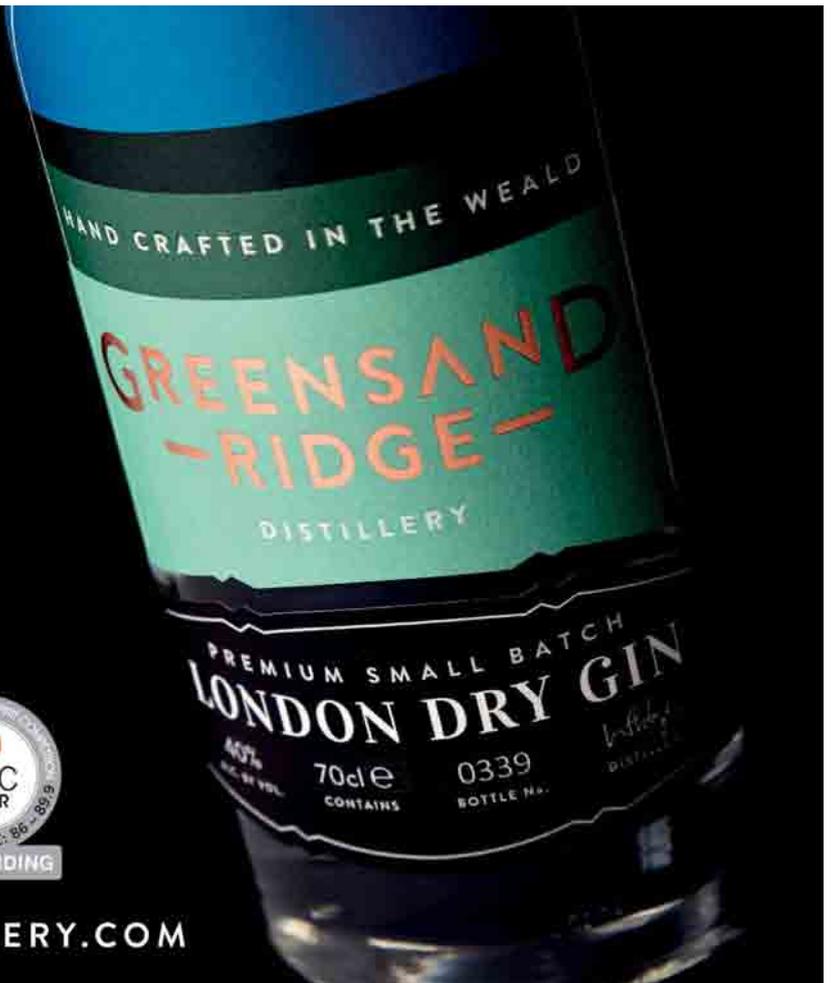


**GREENSAND
—RIDGE—
DISTILLERY**

We specialise in Gins, Fruit Brandies and Rums, making spirits with a local influence, using sustainable practices and turning surplus produce from local growers into fine spirits.



WWW.GREENSANDDISTILLERY.COM



SPIRIT SHOWCASE

Looking to grow your shop's spirit selection? Chris Parker, managing director of London & Scottish, walks us through the company's range



JUNIPER GREEN ORGANIC LONDON DRY GIN

Batch distilled and bottled in London, all of the carefully selected and prepared botanicals are distilled in a small capacity gin still. The first crucial spirit distillation occurs on the estate where the grain is grown, making the award-winning spirit truly single estate. The land has been organic for 35 years – the super smoothness of the gin owes all to this unique heritage. It's also available in a Juniper Green Trophy Winner bottle to celebrate the spirit being awarded the ISWC London Dry Gin Trophy in 2015, beating 90 of the world's best London dry gins.

UTKINS UK5 SINGLE ESTATE VODKA

The grain for Utkins Vodka is grown on a single estate, which has been certified organic since 1985 and has been farmed biodynamically since 2005. The natural smoothness of the vodka results from many years of skill and knowledge in nurturing soil, seed, growing, harvesting, fermenting and distilling. Only through attention to detail at every stage and the absence of chemicals and additives will a vodka achieve the necessary purity and natural smoothness of Utkins.

PAPAGAYO RUMS

Papagayo Rum is the world's first organic version of the spirit. It's a single country variety, which is unusual as many other rums on the market are a blend from several different countries. There are three different options in the range: Añejo Blanco, a clear rum matured for around 12 months in oak timber rum vats; Añejo, a beautiful golden rum matured for four years to enrich the flavour of the spirit; Con Especies, organic vanilla, chilli and ginger are added to the golden rum.

NEED TO KNOW... LONDON & SCOTTISH

- Created the world's leading range of organic spirits
- Exports to more than 20 countries worldwide
- Has won medals every year since launch
- Honoured with the Royal Warrant of HRH The Prince of Wales in 2007

HIGHLAND HARVEST WHISKIES

The range features Blended Malt, Single Malt and a Single Malt Sauternes Finish. The Blended Malt features seven casks of Organic Single Malt which were hand-selected by our master blender for each batch of this rare whisky. The casks are married together to ensure each batch is an expression of the best character in each Single Malt. The Single Malt Un-Chill Filtered is the purest of the pure, with each bottle numbered with the cask number and bottle number. The Single Malt Sauternes Finish features four organic Sauternes casks, which were hand-selected by the owner of the Chateau.

“ The land has been organic for 35 years – the super smoothness of the gin owes all to this unique heritage ”

Vegetarian, Organic, Vegan

*Every eighth customer will be one of the above.
Only organically distilled spirits will meet their high standards.*

The world's No.1 Organic Gin

Winner of 24 medals since 1999 for aroma and flavour

Available from London & Scottish International Ltd,
The Tannery, Tannery Lane, Bramley GU5 0AB
T: +44 (0)1483 894650 / E: office@londonandscottish.co.uk

Vegan SOIL ASSOCIATION ORGANIC THE ORGANIC SPIRITS

SEEING PINK

As the gin boom goes from strength to strength, director Will Holt introduces pioneering Pinkster

In a nutshell, Pinkster is a premium gin produced with fresh raspberries grown locally to our Cambridge HQ. The business was borne out of a midlife crisis with founder Stephen Marsh quitting his accountancy job to focus on his passion. Best decision he's ever made, to be honest.

"WE'RE NOT JUST A PIONEER, WE'RE A PINK PIONEER"

When we launched in 2013 people said we were absolutely mad to work with fresh fruit. Nearly five years later, with listings in farm shops, delis and food halls across the country, we like to think we've confounded the cynics. So we're not just a pioneer, but a pink pioneer. Funnily enough, we didn't set out to make a pink drink, it's just that after working our way through a

fruit bowl we realised raspberry provided the best flavour.

"WE'RE SIMPLY NOT PREPARED TO COMPROMISE ON QUALITY"

It's a fiddly business using fresh fruit but we're simply not prepared to compromise on quality. Our delicate flavour comes from the fact that the core spirit is infused with raspberries. This marks us out from our competitors. You really can taste the difference. And so can your customers.

"IT'S A CRIME TO SEE ANYTHING ALCOHOLIC GO TO WASTE"

On the basis that it's a crime to see anything alcoholic go to waste, we recycle the inebriated raspberries as Boozy Berries and Gin Jam. Our Boozy Berries cookbook,

stuffed with ginspired recipes from chocolate brownies to gin and juniper sauce, makes for great POS. And the Gin Jam is certain to put the tipple in your teatime.

"IT'S NO WONDER WE HAVE A PROVEN TRACK RECORD WITH INDEPENDENTS"

Our striking branding and distinctive colour gives us eye-catching standout on-shelf, whether the 70cl bottle or our cheeky dinkster 5cls. Coupled with a quirky backstory and robust sustainability credentials, it's no wonder we have a proven track record with independents.



Not only will we continue to roll out the raspberry revolution across the UK, but we've just launched a range of fruit gin liqueurs under the brand name Hedgepig. Try the Wild Bullace and Quince, foraged from East Anglian hedgerows. Yum.

NEED TO KNOW...

Founder: Stephen Marsh
Launched: 2013
In the range: Gin 3L, 70cl, 35cl, 5cl; Boozy Berries 300g; Gin Jam 340g, 42g



JOIN THE RASPBERRY REVOLUTION

PINKSTER
 AGREEABLY BRITISH GIN

A pink gin with a difference. As our botanicals include raspberries. Real ones. The ones that grow on bushes.

Deliciously dry with a hint of fruit and an exceptionally smooth finish, we make a refreshingly different G&T.

For teatime tipples, try our delicious Gin Jam made with leftover inebriated raspberries.

Order via **01763 849 739** or **orders@pinkstergin.com**

www.pinkstergin.com



HEALTHY

If you haven't noticed the boom in health and wellness products over the last couple of years, where have you been? There are many strands to the 'healthy' drinks concept these days, ranging from free-from – gluten-free, sugar-free, dairy-free – to vitamin-fuelled juices and waters and functional drinks which promise a list of benefits ranging from longer hair and clearer skin to improved digestion and increased energy.

Another thing to look out for when catering for your health-conscious customers is a short list of ingredients – the general rule of thumb (across food and drink) is that a product with ingredients you'd find at home is good, and one with ingredients you can't pronounce the name of is bad. Obviously this doesn't account for the latest superfoods and vitamin/mineral-enriched products – we all struggle to pronounce them – but if, say, you're looking for a healthy fruit water, opt for one which is made up of fruit juice, water and little to nothing else.

The increasing popularity of products which promise to make you look younger, fitter and more healthy shows no sign of waning, so keep an eye out for healthy drinks which suit your demographic – or would attract a new one.



INTERNATIONAL TASTES

Flavours from around the world are abundant in the UK's food industry – we've taken inspiration from East, West and everywhere in between to satisfy our palates – and the same is true of our drinks sector. The Far East has been particularly popular. The Japanese green tea powder matcha has proven to be popular across both food and drink, but it's particularly enjoyed as a beverage – either as a tea or an addition to smoothies, juices and soft drinks. Chilli has also been popular, being added to ginger and lime drinks for a taste of the Orient.

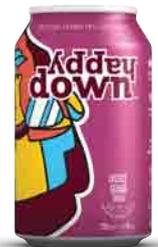


MIRACLE MATCHA TASTE TONIC

Refreshing natural juice drinks which contain energy-boosting and antioxidant white tea.
miraclematcha.co.uk

JEEVA NATURAL KING COCONUT WATER MINT & LIME

Made using young and tender organic king coconuts and infused with natural ingredients.
jeevauk.com



HAPPY DOWN LYCHEE, GUAVA & CHILLI

Award-winning 'craft cocktails' containing natural flavours and no added sugar or preservatives.
happydown.co.uk



SHOTT BEVERAGES
 A delicious addition to your favourite iced coffee.
shottbeverages.com

NEW NORTH NITRO COFFEE

A rich blend of Latin-American coffee brewed in filtered cold water for 18 hours. It is then infused with nitrogen for a creamy smoothness.
newnorth.coffee



MANGAJO
 A chilled blend of green tea, blueberries and Acai, an antioxidant-packed berry.
mangajo.co.uk

ICED COFFEE

According to a study by Allegra World Coffee Portal, the iced coffee market is booming. The research showed that the sector is even outperforming the growth of the coffee shop market itself, and is behind 3.8% of total coffee shop sales. The most important factors to consumers when purchasing an iced coffee? Value for money and the use of fresh ingredients. Iced teas are also popular, particularly in the summer months, and especially when packed with fruity flavour.

COFFEE FOR A CAUSE

Introducing LivOn!, an antioxidant coffee brand aiming to make liver disease a thing of the past

Is your liver as healthy as you think it is? The only way to answer this question is to ask your doctor to test you. That's the trouble with liver disease. It's hidden from sight. Thanks to our full-on 21st century lifestyle, it's the fifth biggest killer in the UK and 650 million people are affected worldwide. If you think alcohol is to blame, you need to think again. Over 62% of all cases are non-alcoholic with one in three people affected by Non-Alcoholic Fatty Liver Disease, an early stage of liver damage.

Liver disease is a ticking time-bomb and something needs to be done about it now. We were able to improve heart health in the UK over a 20 year period by making people aware of cholesterol through brands like Benecol and Flora ProActiv. Liver health could be tackled the same way where everyday products that support liver health driving prevention and increasing research and development to find a cure for liver disease.

With both those aims in mind, Liver Health UK has launched LivOn!, the first antioxidant coffee

drink in the UK and the only brand here that is focused on improving liver health. It is a low fat, low sugar and low calorie salted caramel-flavoured coffee drink.

But what's particularly exciting about LivOn! isn't just its flavour or the way it fits into a healthy lifestyle; it's the contribution the brand is making to liver health in the UK. Every time someone buys a bottle, 6% of the sale goes to liver research. LivOn! has partnered with two leading liver health charities, The Liver Group Charity & Liver 4 Life.



- 93% of ABC1 consumers are open to buying everyday products with health benefits
- 80% of consumers think LivOn! is unique
- 74% of consumers claim the brand appeals to them, highlighting its mass appeal
- 6% of every sale of LivOn! goes to supporting liver research in the UK

“ Every time someone buys a bottle, 6% of the sale goes to liver research ”



THE DRINK MILLIONS OF PEOPLE HAVE BEEN WAITING FOR.

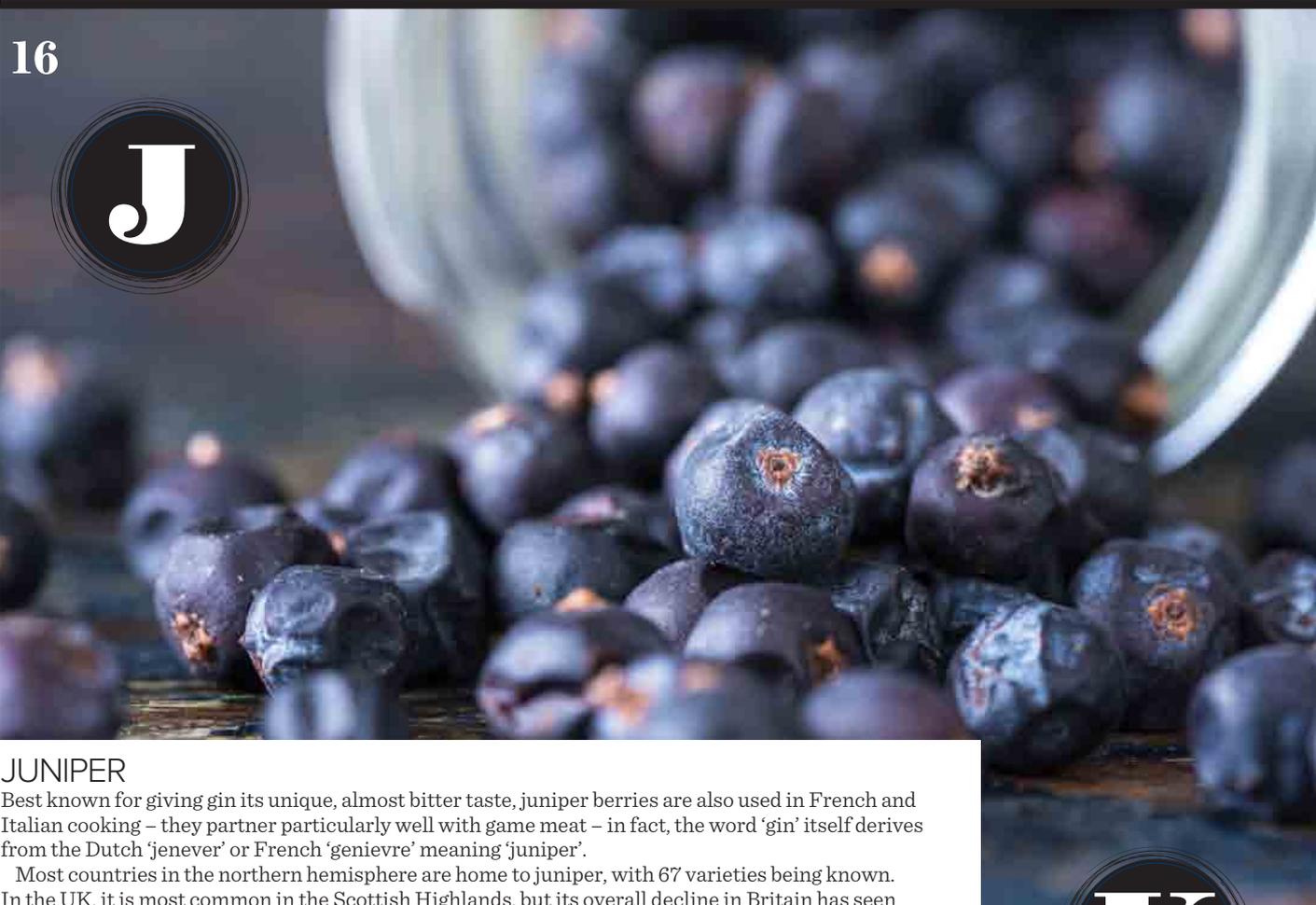
There are lots of reasons to love LivOn! The salted caramel flavour. The antioxidants. The fact it's low sugar, low fat and low cal. But we didn't just make LivOn! for those reasons. We made it for the 1 in 3 people who suffer from poor liver health. We want them to be well.

That's why every time somebody buys a bottle, we give 6% of the sale to liver research.

LivOn! The clue's in the name.



Liver Health UK Ltd | www.livon.today | info@liverhealthuk.com | 0844 995 1097



J

JUNIPER

Best known for giving gin its unique, almost bitter taste, juniper berries are also used in French and Italian cooking – they partner particularly well with game meat – in fact, the word ‘gin’ itself derives from the Dutch ‘jenever’ or French ‘genievre’ meaning ‘juniper’.

Most countries in the northern hemisphere are home to juniper, with 67 varieties being known. In the UK, it is most common in the Scottish Highlands, but its overall decline in Britain has seen it be the subject of a Biodiversity Action Plan since the 1992 Earth Summit. This decline has led to headlines over the past couple of years claiming that the presence of juniper in the UK may soon be a thing of the past; this reaction to a fungus led to seeds being collected and stored in the Millenium Seed Bank in Sussex, in order to aid conservation.

The berry and its resultant tippale have become so popular that dedicated festivals are now held across the UK.

“ Concerns around sugar continue to plague the [juice] category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern ”

ALYSON PARKES, RESEARCH ANALYST AT MINTEL

JUICE

Thanks to the increasing number of consumers adopting healthy lifestyles, fruit and vegetable juices have become hugely popular in the UK. The market has been hit by the anti-sugar movement, with experts pointing out that fruit juices often contain high amounts of sugar – making them more of a one-a-day soft drink than a health beverage – but the industry has responded by incorporating vegetable juices into the blends as well as adding vitamins, minerals and in some cases seeds and superfoods.



@specialityfood



K

KEGS

One of the key components of the beer industry, kegs have gone from being just a part of the production of beer and cider to being a product in themselves. Breweries like Suffolk’s Adnams are selling a range of their beers in mini kegs and promoting them as perfect for parties and entertaining; they often prove to be great value for money compared to individual bottles, too.

DID YOU KNOW?

The origins of the wooden beer keg lie in Europe, and as a rule oak and other hardwoods were used as they were understood to be non-toxic



LEMON

The British drinks market has moved on from budget supermarket lemonade, and so has consumer taste. Lemon's full potential is now being realised, from use as a refreshing element in a drink showcasing a blend of fruity flavours to a partner for ginger and the muse for a lemonade a step above the norm.

Provenance plays a part in the popularity of lemons; those sourced from Sicily are widely regarded as the best, and so artisan drinks makers are name-dropping them on their packaging with pride.



WOW DARK DETOX

A blend of activated charcoal, cold pressed fruit juice and filtered water that provide a natural cleanse.
drinkwow.com

KINETA MATCHA SICILIAN LEMON

A still lemonade made with Sicilian lemons, Madagascan vanilla and Matcha.
lovematchatea.co.uk



WE MADE LEMONADE

Refreshingly fruity and made with no artificial flavours, additives or preservatives.
wemadedrinks.com

PRODUCER SPOTLIGHT



THE SWEET POTATO SPIRIT COMPANY

The Sweet Potato Spirit Company handcraft their multi award-winning range of S.P Spirits and Liqueurs here in the U.K. The finest sweet potatoes combined with love, care and attention to detail ensure a smoothness and taste sensation that is well beyond the ordinary. The S.P range consists of 10 different drinks each with their own distinct personality, providing something for most palates.

The range is incredibly versatile because each spirit can be drunk straight in a glass without so much as an ice cube for company because they are so smooth, yet equally they mix very well because of their distinctive flavour profiles, which in turn also makes them stand out cocktail ingredients – making them highly appealing to a broad range of drinkers.

thesweetpotatospiritcompany.com

LIQUEURS



SO DRINKS ELDERFLOWER
Premium London Dry Gin steeped with elderflowers for a smooth and light liqueur.
sodrinks.co.uk



CONKER SPIRIT COLD BREW
A dark and rich liqueur brewed without the usual additives, flavourings and thickeners – a real treat for espresso lovers.
conkerspirit.co.uk



SWEET POTATO SPIRIT COMPANY RASPBERRY GIN LIQUEUR

The sharpness of fresh raspberries, married with the silky smoothness of the finest sweet potatoes.
thesweetpotatospiritcompany.com



PRODUCER SPOTLIGHT

WE MADE DRINKS

We made our first batch of lemonade whilst at University after being set the task of starting a business for one of our modules. Our first batch of 160 bottles sold out in just a few hours! Our lemonade received some great feedback, therefore leaving us with only one option when we graduated – to continue making lemonade.

'We Made' currently offers two flavours of non-carbonated drinks: zesty 'Lemonade' and our juicy 'Raspberry & Lemon'. Unlike many other drinks today, our drinks are genuinely and refreshingly fruity and are made with no artificial flavours, additives, preservatives or refined sugar. They contain NFC fruit juice, fruit extract and Stevia, a natural sweetener, helping to reduce the sugar content but keeping the great taste.

Our newly styled drinks launched a few months ago and we are stocked in a number of cafés, pubs, restaurants and bars in the South East.

We have plans for further flavours, with recipes for two new flavours completed and ready to go.

Through our 'Make It Big' scheme we aim to help other young entrepreneurs take flight by sharing our advice and supporting at start-up events.

wemadedrinks.com



MENU



- Fiery Ginger Beer
- Apple & Rhubarb
- Raspberry Lemonade
- Elderflower Pressé
- British Blackcurrant Crush
- Strawberry & Mint
- Traditional Lemonade

WE NEVER COMPROMISE ON TASTE

Heartsease Farm is set to satisfy consumer demand with its new look and reduced-sugar recipe

The start of 2018 has seen big change at Radnor Hills, with a relaunch of their ever-popular Heartsease Farm Premium Pressé range to satisfy consumer demand more than ever before. Newly-launched, the reduced-sugar recipes have been launched to meet the needs of health and quality-conscious shoppers,

while maintaining the brand's ethos to use only all-natural ingredients and lightly sparkling spring water from its farm in Powys, mid Wales.

The new healthy range contains the same amount of delicious real fruit juices as the classic offering, but around half the sugar content thanks to the use of Stevia, a plant-based sweetener which contains

almost no calories. The drinks come in seven flavours, which are all available in premium 330ml, 425ml and 750ml bottles.

This health-conscious approach is a bold move for the family-owned business, launched in 1990 as a result of William Watkins discovering a natural spring on the land in Heartsease the family had been farming since 1903. Today the brand produces a wide range of soft drinks with this water at its heart, including spring water, flavoured waters, juicy waters and pure fruit juices.

It's not only what goes into the bottles that has had a refresh for 2018; the bottles themselves have adopted a new look for the new year with a refreshed label design and sloping necked 750ml glass bottle.

“ With the continuing focus on health and wellbeing we have had an exciting journey creating these low sugar, non-alcoholic alternative soft drinks for consumers to enjoy; we are still using real fruit juices and our own lightly sparkling spring water to create these delicious drinks as it was important to us that we didn't compromise on taste! ”

CHRIS SANDERS, UK SALES DIRECTOR

New - Reduced Sugar Recipes

Same great taste now with less than 5g of sugar per 100ml

We use Sicilian lemons

Made With Real Fruit Juices



Heartsease Farm Premium Pressés in 7 Delicious Flavours

330ml/750ml Glass & 425ml PET

- Elderflower Pressé
- Traditional Lemonade
- Fiery Ginger Beer
- Raspberry Lemonade
- Blackcurrant Crush
- Apple & Rhubarb
- Strawberry & Mint

WHAT'S THE HISTORY OF LA MORTUACIENNE?

La Mortuacienne is a range of traditional French lemonades first created in 1921 in Besançon, France. For nearly a century, artisanal savoir-faire and original production methods have been rigorously passed down from father to son in the Rième family. These refreshing and delicious lemonades are still produced in the purest tradition with local water and natural flavourings. Today's business is still family-run by fourth generation family members who take pride in their authentic methods, which result in a delightfully sparkling premium beverage.

WHAT MAKES THE BRAND SUITABLE FOR INDEPENDENT RETAILERS?

Empire Bespoke Foods has been sourcing iconic and indulgent brands from around the world for almost 20 years. We understand how important it is for independent retailers to differentiate themselves from major multiples, which is why the La Mortuacienne range is available exclusively for the independent sector. Moreover,

A TASTE OF FRANCE

Distributor Empire Bespoke Foods introduces La Mortuacienne: 'over 90 years old and still delightfully sparkling'

shoppers within this channel love to discover premium, authentic products with provenance and with their production in the heart



of France using local water; La Mortuacienne answers perfectly this demand for authenticity and traditional production methods. One more thing. Merchandising becomes more and more important in stores, as shoppers don't only want to do shopping, they want to enjoy a full retail experience. In this way, the traditional swing-top bottles create a colourful and impactful display. Free of charge posters are also available, with a cheeky timeless slogan "over 90 years old and still delightfully sparkling", should retailers have space to display them.

WHAT'S IN THE RANGE?

The range offers seven fruity and delicious sparkling lemonades: Clear, Cloudy, Pink, Orange, Grapefruit, Mandarin and



This year, Empire Bespoke Foods is pleased to introduce two new seasonal flavours: Spiced Apple, ideal for autumn/winter, with the sweet sharpness of apple and tasty winter spices (cinnamon, cloves, and ginger). The second variant, Mint & Lime, is a wonderful addition for spring/summer. Shoppers will love the freshness of mint perfectly balanced with a twist of lime, which also works as the perfect base for a Mojito or Caipirinha!



empirebespokefoods.com

Pomegranate. Available in two formats: iconic 1L swing-top old style bottle, ideal for sharing, special occasions or as a gift, and the convenient 33cl screw top for single portion use. This authentic, refreshing and delicious lemonade will be loved by adults who are looking for premium non-alcoholic drinks or delightfully sparkling mixers.

STOCK UP ON PREMIUM SOFT DRINKS!

For special occasions or ideal as a mixer for cocktails, La Mortuacienne is a range of traditional French lemonades first created in 1921 in Besançon, France. Over 90 years on, these delicious lemonades are still produced in the purest tradition with water sourced locally and natural flavourings.

Exclusively for the independent sector



Clear Lemonade, Cloudy Lemonade, Orange Lemonade, Pink Lemonade, Grapefruit Lemonade, Mandarin Lemonade, Pomegranate Lemonade
Seasonal: Spiced Apple Lemonade 1L, Mint & Lime Lemonade 1L

LA MORTUACIENNE

ALMOST 100 YEARS OLD AND STILL DELIGHTFULLY SPARKLING



Handy 330cl bottle or re-sealable swing top 1L bottle

Use code **SPECIALITY** when ordering, before the 30th April, for a free pack of paper straws!

Order online at www.empirebespokefoods.com or contact us on 020 8537 4080 or sales@empirebespokefoods.com



THE SWEET SPOT

The Sweet Potato Spirit Company's distinctive drinks are currently going down a storm. And with a range of gin liqueurs ready to hit the market, the future is set to be even sweeter for the brand



A company needs to be concocting truly noteworthy beverages to be noticed in the premium drinks market nowadays. One drinks company that is most definitely forging a path of its own is The Sweet Potato Spirit Company. The company's range encompasses some unorthodox beverages, from its SP vodka, a smooth spirit that impressed drinks industry experts when it was initially unveiled, to its gins, 'moonshines' and a growing portfolio of liqueurs – and the plaudits and accolades continue to come in thick and fast.

"We have been on market for just two years," explains Garry Smith, founding director of The Sweet Potato Spirit Company. "And there's been a fantastic reception, both in terms of the public and stockist reaction and also third party accolades. For example, we won the World Food Innovation Award for Best New Artisan Beverage in 2016 for the range. Every single one of our current 10 lines is a recipient of at least one medal in a recognised world spirit competition – some

are multiple award-winners as we've entered them into multiple competitions. Our Moonshines walked away from the World Spirit Awards with three golds. That type of information we put on POS material and the like – it's of great use to our retailers."

Curious quaffing

It goes without saying that interests are initially piqued by the peculiar prospect of sweet potato being used as the base ingredient for a drink. It makes perfect sense, though, when consumers consider that if regular potato is used to produce vodka, why can't sweet potato serve the same purpose? Just as the master moonshiners did with corn mash years ago, the company takes the smooth and rich flesh of the sweet potato and uses it to bolster a heady mixture of botanicals and spices to craft a range of sweet potato spirits and liqueurs. "Sweet potato gives the drink a fuller, rounder flavour

and an exceptionally smooth finish," explains Garry. "The characteristics vary from drink to drink; some have a slightly savoury finish whereas the liqueurs have a delicious natural sweetness. The signature characteristics are big bold flavours and an exceptionally smooth finish."

The sweet potatoes themselves are sourced from the company's own farms in North Carolina in the US. For the other ingredients – like the apples in the Toffee Apple Moonshine and the oranges in the Orange Gin Liqueur – The Sweet Potato Spirit Company pays the same meticulous attention to sourcing, only choosing the best quality produce to feature. "We source English produce wherever possible for our other ingredients," says Garry. "For example, we source exceptional English raspberries for our Raspberry Gin Liqueur."

Although the sweet potato aspect is turning heads, it's

the distinctive and premium flavours that are really captivating consumers. "The drinks are extremely versatile because the flavours are bold but balanced," says Garry. "They're not overpowering in any single way. For instance, many of the chocolate drinks on the market are too sweet and the chilli-fronted products too hot for some palates, so with our Chocolate Moonshine with Chilli we made sure that it's obviously chocolate when you smell it, but it has just enough chilli to take the edge off the sweetness of the chocolate. All of our drinks have a very bold and distinctive nose, so there's no mistaking what's in them. Our Toffee Apple Moonshine, for example, has a massive crème brûlée-esque aroma."

Liqueur up

A new year often heralds new beginnings, and never one to rest on its laurels, The Sweet Potato

“ We actively support all of our stockists with things like point of sale materials, sales aid and training and events ”



“ The sweet potato signature characteristics are big, bold flavours and an exceptionally smooth finish ”

Spirit Company is set to release an exciting range of gin liqueurs. The flavours include Raspberry Gin Liqueur, Lavender Gin Liqueur and Orange Gin Liqueur. The company was prompted to develop the new gin liqueurs in response to a strong demand for its coveted Plum Gin. “The Plum Gin has been exceptionally successful where people want an easier drinking style of gin, but don’t necessarily want something that’s as sweet as a typical sloe gin,” Garry tells us. “The new Gin Liqueurs are easy-drinking styles but not overly sweet – the reason why they’re not overly sweet is because they’re all made using fresh product rather than artificial flavours.”

Garry stresses that it’s not just the Plum Gin that’s built a strong fan base, with each option garnering admirers in their own right. “Popularity depends very much on the audience,” he says. “What’s popular at one event or venue differs at another; there’s something to suit the vast majority of palates.”

The gins are created adhering to the same craft distilled methods

as the company’s other creations. Using techniques passed down over the years, the spirits and liqueurs are made following methods that pack as much flavour into the product while retaining as much refined smoothness as possible. The percentage of alcohol in each sweet potato spirit was determined not in an arbitrary manner, but because it was the precise amount that held together the intense ensemble of flavours the creators wanted to accomplish.

Taking stock

The speciality credentials of the drink lends itself well to the fine food industry, and an appeal of the brand is that although its sweet potato USP makes it appear niche, the range can feature in both spirit and liqueur categories. “They sell exceptionally well where they are helped by the element of hand-sell – when retailers can truly understand the product,” explains Garry. “We actively support all of our stockists with things like point of sale materials, sales aid and training and events – we’re

developing further resources to do that even better in the coming year. We support our accounts in just the same fashion, whether they’re a distributor’s account or a direct account. For instance, one of our distributors can have a customer that is hosting a particular event or has a unique requirement, and we will support this directly even though it’s a distributor account.”

Garry implores retailers to get creative when introducing The Sweet Potato Spirit Co.’s range to customers. The company’s Instagram account and official website features a number of recipes and are a great resource for inspiration. “At one of our outdoor events last summer, we realised that one of the things the Pink Marshmallow Moonshine goes particularly well with is coconut water,” he says, “so we bought a load of coconuts with ring pulls and served them with the coconut water and Marshmallow Moonshine, and presented them with a sprinkling of marshmallows and a little fan perched on top.”



RASPBERRY GIN LIQUEUR

A superbly crafted copper pot distilled gin made with fresh English raspberries and then macerated with more English raspberries! The crispness of a well-crafted gin is interwoven with the slight sweetness and perfumed lilac notes of fresh raspberries. A lovely aperitif at any time of year. Serve over ice with tonic and mint, with your favourite fizz or neat alongside a tasty tart.



LAVENDER GIN LIQUEUR

The original London Dry copper pot distilled gin in its pre-dinner guise. Blended with cane sugar and macerated with freshly picked English lavender. Like English autumn in a glass. A crisp and vibrant gin with delicious citrus waves and the unmistakable taste and aroma of lavender. Serve over ice with a sprig of mint or with apple and cucumber.



ORANGE GIN LIQUEUR

A true copper pot distilled gin with citrus flair, all blended with cane sugar and macerated with freshly prepared orange zest. Sunset in a glass with the vibrant richness of the complete orange gamut, ending with a lingering citrus freshness. Ideal over ice with a twist of lime or one to one with your favourite brandy.



AN ANGLO-FRENCH ROMANCE

Jo Hilditch, founder of White Heron, talks to us about how the company gave the French favourite Cassis a uniquely British twist



HOW WOULD YOU DESCRIBE BRITISH CASSIS?

British Cassis is a premium blackcurrant liqueur made on our farm in Herefordshire. The liqueur is a unique British take on the classic French Crème de Cassis and made with pressed juice from Herefordshire blackcurrants using a technique particular to White Heron. The liqueur itself draws on classic winemaking in order to capture the intensity of the freshly picked British blackcurrants. Once the blackcurrant juice has fermented naturally with Champagne yeast, it's blended with a little vodka to fortify and sweeten in order to accentuate the rich, fruity flavours. It's then bottled, ready to be enjoyed.

WHY SHOULD RETAILERS STOCK THE DRINK?

British Cassis is uniquely positioned in the blackcurrant liqueur category thanks to its refined taste profile. The quality of the fruit and White Heron's production process create a liquid, which is at once natural, rich and much less sweet than French alternatives. British Cassis is a versatile drink that can accompany gin and sparkling wines, and it's perfect for those looking to create flavourful cocktails at home. The liqueur can also be used as a quality ingredient in cooking to enhance a wide range of dishes and desserts or to accompany the cheeseboard and even paté.

HOW CAN THE COMPANY SUPPORT RETAILERS THAT STOCK THE PRODUCT?

We work very closely with our retailer partners, offering them POS and sampling bottles to encourage them to engage with consumers throughout the year. We always have a great conversion rate once consumers have tasted the liqueur, so we always recommend organising in-store sampling to show future customers how to use the liqueur and inspire them.

BRITISH ROYALE

Pop a trio of blackcurrants in a chilled Champagne flute and add a generous dash of British Cassis. Then top with your favourite Champagne or Prosecco.

HOW TO MAKE



WHAT POPULAR RECIPES INCORPORATE THE BEVERAGE?

British Cassis works incredibly well in cocktails such as the popular gin serve, the British Bramble, or added to sparkling wines to make a Kir, or (British) Royale. The liqueur can be enjoyed as an aperitif and also goes very well with a cheese course. British Cassis is also a really versatile ingredient that goes with everything from pancakes to ice cream, and it's perfect with game pie, monkfish or duck salad. Our Facebook page is also packed with delicious and inspirational recipes!



British Cassis is sweet at first taste with an irresistibly sharp after-kick. It's the perfect aperitif over ice, delicious in champagne and prosecco, irresistible in cocktails.


BRITISH
CASSIS
BLACKCURRANT
LIQUEUR

WHITEHERONDRINKS.CO.UK



For sales enquiries
please call 01544 340241 or
email info@britishcassis.co.uk
Quote Cassis 18 for introductory offer.



MIXERS

If you cast your mind back to a few years ago, the array of mixers, tonic and soda waters available on the market was rather unremarkable, with options like coke, lemonade and orange and cranberry juices being the typical choice to pair with spirits. Fast-forward to today, and the premium mixers market is positively fizzing, largely thanks to the phenomenal rise of gin. Nowadays consumers have the choice of artisanal brewed sodas, sophisticated soda waters and premium tonics. This mixer movement has even got the big boys on the edge of their seats, with Schweppes launching its own revamped premium mixer range at the end of 2017 in order to compete with the feisty newcomers. While major brands like Schweppes boast enough capital to muscle out competitors, its foray into the premium category may be a case of shutting the stable door after the horse has bolted, as the market is bursting at the seams with excellent and innovative producers. Amongst these are craft brewed American-style cream sodas and artisanal versions of cola – there's plenty of fantastic options out there to keep consumers happy.

PRODUCER SPOTLIGHT



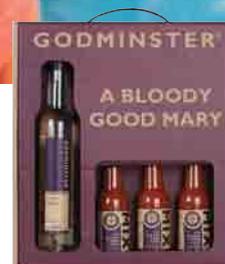
DOUBLE DUTCH

Awarded Virgin Foodpreneur by Sir Richard Branson for most creative, inspiring and disruptive food and beverage start-up in the UK, and Best Premium Adult Soft Drink at the World Beverage Innovation Awards in 2016, Double Dutch offers a unique range of tonic waters and mixers that are revolutionising the world of beverages.

With seven different products – Cucumber & Watermelon, Pomegranate & Basil, Cranberry Tonic, Indian Tonic, Skinny Tonic, Ginger Beer and Soda Water – each bottle of Double Dutch is made entirely in the UK using flavour pairing techniques to create delicious drinks with no artificial flavourings, colourings or preservatives.

The company only uses natural ingredients, blending them with the highest quality spring water from the North of England to create crisp, fresh and innovative mixers for refined palates. The drinks are also low in calories and only use natural sweeteners.

doubledutchdrinks.com



GODMINSTER BLOODY GOOD MARY GIFT SET

A beautifully packaged gift set featuring hand-infused Horseradish Vodka Spirit and bottles of spicy tomato juice.

godminster.com

BUCKSHOT ORIGINAL BLOODY MARY MIX

As one of the world's classic cocktails, the Bloody Mary deserves a great mixer – and here it is.

buckshotoriginal.com



FRANKLIN & SONS 1886 COLA

Taking inspiration from unique flavour combinations back in 1886, this cola is flavoursome and exciting.

franklinandsons.co.uk

NEW LAUNCHES

Last year was a good one for the drinks industry. Craft gin and beer carried on with their unerring ascendancy, with British sparkling wine also continuing to captivate consumers. What will the public be sipping in 2018? Here are some of the latest launches that are set to be popular thirst quenchers:



SHEPPY'S VAT 07 PREMIUM CLOUDY CIDER

A cloudy, light blend of traditional cider apples in a contemporary-style can.

sheppycider.com



WOW WATERMELON & POMEGRANATE

A healthy chia seed drink featuring cold-pressed watermelon and pomegranate.

drinkwow.com



COTCHEL TOPAZ & EVELINA

A classic apple juice with just the right balance of sweet and sharp.

cotchel.uk



KONGSGAARD RAW GIN

A Danish small-batch gin boasting a centrepiece of apples and organic juniper.

kongsgaardgin.com



WHAT'S THE HISTORY OF TONIC SYRUPS?

Tonic originated centuries ago in Peru when the locals discovered the anti-fever properties of Quinine in Cinchona bark, long before the Spanish arrived, and 'tonic' was created originally in the West for its medicinal properties. It was popularised as a drink by the British in India where they mixed the anti-malarial quinine tonic with gin. Way back then, every tonic would be from a syrup, adding soda from a syphon. We're going back to those roots, but with serious upgrades to ingredients and flavour.

WHAT'S THE STORY BEHIND JEFFREY'S TONIC?

Jeffrey's actually began in my dad's kitchen (Mike not Jeffrey – the brand name was inspired by a well-known bartender in the US!). He received a book on gins for Christmas, and began experimenting with different recipes. He eventually struck upon the Original recipe in the early hours of the morning. Jeffrey's is much more than just another tonic water brand, it's a range of tonic syrups designed to be mixed with soda water to create deliciously flavoured tonics, which make fantastic cocktail mixers or tasty non-alcoholic drinks when you want something more sophisticated than super-sweet soft drinks. Made using natural herbs and spices including Peruvian Cinchona Bark, the natural source of quinine, Jeffrey's adds

CLASSIC WITH A TWIST

*Drinks range in need of refreshment?
Will Robinson of Jeffrey's Tonic makes
the case for tonic syrups*

a new dimension of flavour that regular tonics can't.

WHAT'S IN THE RANGE?

Jeffrey's currently has a range of four tonics, each providing a unique mix of flavours that go particularly well in different drinks. Firstly, Not So Plain tonic contains simply cinchona bark and organic Sicilian lemon juice to make a smooth, balanced drink that works well 'even' without gin. Then there is Jeffrey's Original recipe which contains the warm spices of Malaysia, as cassia, nutmeg and allspice come together to create a wonderful mix of flavour which goes particularly well with whisky and ginger. Yarrow, Rosehip & Elderflower provides a unique blend of floral flavours. Yarrow is a common UK herb which has a lovely delicate flavour, and with the summery rosehip and the familiar note of elderflower this one goes

perfectly with a floral gin. Finally, Lime, Galangal & Orange contains distinctive citrus flavours whilst galangal provides an exotic Far Eastern citrus echo which makes for another fantastic mixer.

WHY SHOULD I STOCK JEFFREY'S?

Jeffrey's is different versus standard tonic water as it adds a new dimension of flavour to the drink that ordinary clear tonic waters and existing tonic syrups do not. Not only that, but Jeffrey's unique manufacturing process results in a crystal clear and pure drink, unlike the cloudy syrups currently in the market, which looks as good as it tastes. It is the uniquely delicious blend of complex flavours though that means Jeffrey's really is a one-off, and we believe beyond anything on the market in terms of quality and flavour.

“ Its uniquely delicious blend of complex flavours means Jeffrey's really is a one-off ”

WHAT'S TO COME

Jeffrey's is a very new concept, so the next step is to establish our core range in the market, and continue to build the brand through direct sampling events as well as through online channels. We have huge ambitions, so are thinking ahead about what new product formats and flavours should come next, so watch this space!

IN THE RANGE

- Original
- Not So Plain
- Yarrow, Rosehip & Elderflower
- Lime, Galangal & Orange

WOULD MY CUSTOMERS BUY IT?

Absolutely! We've had fantastic feedback from our customers so far – everyone who tries Jeffrey's loves it. The rising popularity of cocktails, particularly gin, in recent years has also led to consumers developing much more sophisticated tastes, and as a result are willing to pay a premium for high quality products with great flavours. Cocktail experts have looked for new ways of creating and controlling flavours, resulting in a renewed interest in the tonic syrup format, particularly in the US. As with many categories, consumer trends tend to travel across the Atlantic to the UK, which is why tonic syrup is seeing an increased popularity, and has huge potential in the UK market.

LIFT YOUR SPIRITS![®]

Jeffrey's tonic syrups are made from authentic herbs and spices. They also have no artificial ingredients, which makes every one of them *taste wonderful*.



Dilute with soda water
1:5 for the perfect cocktail
mixer or for seriously delicious
and sophisticated soft drinks.

JEFFREY'S TONIC[®]

WITH ORIGINAL HERBS AND SPICES

Email: sales@jeffreystonic.com | Phone: 07734428857
www.jeffreystonic.com



ORGANIC

The 2017 Organic Market Report reveals +7.1% growth of organic food and drink in the UK, while it reports that the non-organic continues to decline. The organic sector is now in its fifth consecutive year of sales growth, which shows to the extent the organic message is still resonating with consumers.



ST PETER'S BREWERY WITHOUT ORGANIC

A clean, crisp, alcohol-free ale that's brewed exclusively using organically grown malt barley and hops.
stpetersbrewery.co.uk

TREEVITALISE ORGANIC BIRCH WATER WITH ELDERFLOWER

A light and refreshing drink which features organic birch sap, organic grape juice and organic elderflower.
treevitalise.com



KINETA MATCHA PERUVIAN GINGER

A ginger beer with organic ceremonial Matcha green tea, containing fresh milled and pressed root ginger, Sicilian lemon juice, cane sugar and Devon spring water.
kineta-drinks.co.uk

“ It's a positive time for organic as it ticks lots of boxes for consumers. Organic is extremely relevant to trends towards eating better food, knowing where your food comes from, avoiding pesticides or antibiotics and 'free from' diets. Increasingly, we're seeing consumers choose organic as a shortcut to a healthy lifestyle and this will continue. Despite the uncertainty of Brexit for us all, it brings lots of opportunities too – particularly around export for British organic and more product innovation ”

CLARE MCDERMOTT, BUSINESS DEVELOPMENT DIRECTOR AT SOIL ASSOCIATION CERTIFICATION



PROVENANCE

From prestigious wine terroirs to bombastic American citra hops, Sicilian lemons to English elderflower, like most things in life, the origins and geographical location of an ingredient plays a pivotal role to the overall make-up of a product. For instance, it would be tricky to knock Czech Republic's Pilsner Urquell off its perch when it comes to brewing the perfect example of a pilsner beer, although plenty of breweries have attempted to do so.

In more recent times, companies from regions not traditionally affiliated with the product they're specialising in have popped up, and they're by and large receiving positive reviews. For instance, suggesting a whisky from anywhere other than Scotland would have been met with ridicule not so long ago, but Japanese and Taiwanese distilleries are now renowned for being amongst the best in the world at producing the spirit – whisky expert Jim Murray voted the Yamazaki Sherry Cask the Best Whisky in the World for the 2015 edition of his Whisky Bible.

PROMOTION

Deals and promotions can help persuade shoppers to add a couple of extra beers or a bottle of wine to their order. Here are some methods to entice customers into adding a few extra products into their baskets:

NEW ARRIVALS

This certainly resonates with 'beer geeks'. Most impassioned fans of beverages will want to know about the latest brewery launches. Mark them up in your shop and list the reasons why they're worth a try.

MIX-AND-MATCH

Beer bundles are incredibly popular, spurred on by the rise of mail order beer selection boxes. What with the sheer diversity of beers out there, eclectic combinations will satisfy customers wishing to try an array of IPAs, stouts, porters or lagers.

SAMPLES

It can be tricky to get customers to take the plunge on trying out the next big thing, but sampling has proven to be a very valuable selling tool. Make sure to walk your customer through the taste profile, producer history and perfect pairings to captivate them and maybe earn yourself an extra sale.



QUALITY HOW TO RECOGNISE A QUALITY PRODUCT

BALANCE: When it comes to drinks, it's all about working out how the core components work together, for example sweetness, acidity, tannins and alcohol. If it's truly balanced, then none of these factors should overpower one another. For beer it's similar, with alcohol, malt and hops elements to consider.

DEPTH: Although it's quite subjective, drinks can be deemed high-quality by their depth. This is dictated by the dimension of the liquid: if the drinker can ascertain that it's not one-dimensional or flat, and that it can

reveal varying characteristics, then chances are that it boasts some depth.

AFTERTASTE: Another point that's popular with wine experts is the finish, or aftertaste. A good finish for a wine would be for its key characteristics to be noticeable after drinking it. For example, drinkers will want to notice a lingering fruitiness or spiciness. Bitterness or the lingering taste of alcohol are no-nos.

COMPLEXITY: The hallmark of quality for many international judges is the complex flavours that a drink can provide. If a creation is nuanced enough to give you different flavours upon every sip and an interesting mouth-feel, it makes for a more captivating and enjoyable experience.

PURITY: A big one for spirit producers is purity. Many vodka distillers are obsessive when it comes to creating a crystal clear consistency. Chances are, if your vodka is clear as a bell, you've got a winner.



RETRO

Distinctive drinks from the seventies, including cocktails like the Negroni and Aperol Spritz, have made a nostalgic comeback at most bars. This is due to a rise in popularity of bitter-flavoured drinks and consumers looking for unsweetened thirst-quenchers as opposed to saccharine sweet drinks.

Another throwback beverage set to make a comeback is Cognac, with Natalie Mitchell, head of brand development and product innovation at Waitrose stating, "Plenty of people know about the boom in posh tonics. But Cognac is now getting in on gin's act, with mixologists serving the French brandy with tonic."

Speaking of tonics, many companies are tapping into the demand for traditional-style beverages and are reviving recipes from the past. Welsh Botanical soft drinks company Lurvill's Delight is a prime example of this, with the producer using recipes dating between 1896 and 1910 to create a range using ingredients like nettle, juniper and rhubarb.



FENTIMANS DANDELION & BURDOCK
Infusions of dandelion and burdock root are combined with natural flavours to create this classic.
fentimans.com

LURVILL'S DELIGHT ORIGINAL

A refreshing blend of Welsh spring water, botanical extracts and natural infusions.
lurvillsdelight.com



SODA FOLK CREAM SODA
Made with a blend of Madagascan vanilla extracts for a rich creamy taste plus cedar and smokiness for depth.
sodafolk.com



MOUNT GAY BLACK BARREL
A blend of rums are matured in charred Bourbon oak barrels which release spicy aromas and bold flavours.
mountgayrum.com

THE DUPPY SHARE CARIBBEAN RUM

A well-balanced blend of premium rums from the Worthy Park Estate in Jamaica and the Foursquare Distillery in Barbados.
theduppyshare.com



THE KRAKEN BLACK SPICED RUM
The base rum used in Kraken is from Trinidad & Tobago, distilled from molasses made from local sugar cane.
krakenrum.com

RUM

One spirit that is rumoured to supplant the gin behemoth is rum, with the category continuing to be premiumised. Sales of the spirit were expected to break the £1 billion mark in the UK in 2017, with some industry experts noting that the growing popularity of the beverage comes down to the increasing price of whisky. 2018 is heavily touted to be the year of the rum renaissance, so keep your eyes peeled for some fantastic versions of the spirit cropping up.



INVENTIVE INSTINCTS

Sara Walters of Lyme Bay Winery talks us through the brand's new venture

We have been making wines, liqueurs and cider here in the heart of the Westcountry for over 25 years. In that time we have clocked up an extensive portfolio of award-winning products. Our traditional products have evolved over the years resulting in us using the most modern production techniques.

Under the watchful eye of our brilliant winemaking team and using secret blends of local ingredients, we take great care crafting traditional recipes into award-winning drinks, tailored to the 21st-century palette. Each of these are fermented, blended and aged, as appropriate, right here at the Winery.

Treading the normal path is not for us! We prefer to trust our inventive instincts and sense of creativity to push the boundaries whilst aiming for the best possible quality in all that we do. Last year we also proudly achieved BRC Grade A.

WHAT'S BEHIND LYME BAY'S ENTRY INTO THE SPIRITS MARKET?

As one of the leading alcohol producers in the UK we are ever evolving and looking for new and innovative projects. Over the last few years we have seen an exponential rise in the popularity

of gins of all guises, but also in dark and aged spirits. I think all of us, but especially our winemaking team, are especially excited by niche and innovative products – something we can really create here at the winery which enables us to offer something a little different to consumers. Rum seemed like a natural progression for us and we have thoroughly enjoyed every step of the production process, from the tasting to the aging to the blending of the spices.

WHY DID YOU CHOOSE RUM AS YOUR FIRST PROJECT?

Jack Ratt is our founding brand and the inspiration behind our range of ciders. Jack Ratt's namesake is Jack Rattenbury, nicknamed Rob Roy of the West and an English Smuggler. In 1837 after

HOW TO SERVE

Our spiced Rum is beautiful alone as a sipping rum, however truly comes alive when you mix it with cola – both normal and reduced sugar options. The opportunities to blend with ginger-based soft drinks are also really interesting, due to the discreet ginger element within the spices.



30 years at sea as a fisherman, pilot, seaman and smuggler he wrote about his life in a book called *Memoirs of a Smuggler*. The label design is inspired by one of his ships (The Luggier) at night as this was the smugglers' preferred time. Why rum? Well, given Jack's history as a smuggler, it just seemed to fit like a glove. Creating a spiced rum (that's a little different) also presented a great opportunity to really add our signature to the drink. For example, we took months selecting the right blend of aged and unaged rum to give us the platform for the spices. Further time was spent looking at which oak barrels to use for ageing, and then deciding on the right duration and blending proportion to further create that unique Jack Ratt signature style. We then had the spices – we were determined to bring something to the market that illustrated what spiced rum could be, not merely to mimic what's currently available under different branding. I think that was what was so appealing to all of us; to offer something new and unique to the market that unmistakably Lyme Bay, Jack Ratt.

WHAT MAKES THE RUM STAND OUT IN THE MARKET?

Our Luggier Rum is drier than most commercially available spiced rums, and the defining characteristic is not vanilla. We firmly set out to create a spiced rum that actually offered spices, and that also offered mixologists an opportunity to create interesting cocktails without having to fight against overly high starting sugar levels.

Our Devon Aged Rum is Caribbean Rum smuggled into Lyme Bay and spiced with nutmeg, orange peel, vanilla and cloves. Aged in bourbon charred oak barrels, blended with a bespoke range of spices and bottled here in the Westcountry.

WHAT'S ON THE HORIZON FOR LYME BAY'S SPIRITS VENTURE?

Watch this space!

“ We take great care crafting traditional recipes into award-winning drinks, tailored to the 21st Century palate ”



SPICED RUM

CARIBBEAN RUM SMUGGLED INTO
LYME BAY & SPICED WITH NUTMEG,
ORANGE PEEL, VANILLA & CLOVES

AGED & BLENDED IN
THE WESTCOUNTRY

Our Jack Ratt products are named after notorious local smuggler Jack Rattenbury. An adventurer through and through, Jack forged his illustrious career in the 18th century smuggling contraband into Lyme Bay using fishing boats called 'luggers'. Fast, agile and often painted black, under the cover of darkness these luggers were almost impossible to catch – a fact that didn't deter the dogged custom officers who were never far behind Jack and his band of fellow privateers.



START-UPS

Our New Producer Awards 2017 were inundated with entries from cutting-edge producers that have recently entered the speciality food and drink market with a bang. One such company making waves is World Of Zing, a producer of craft pre-mixed cocktails, and Big Drop Brewing Co., a non-alcoholic craft beer brewery – winners of the Crowdfunded and Innovator categories respectively. The innovation doesn't end there, with plenty of drink producers making their marks with creations using wonky fruit and vegetables to create healthy juices, like Get Wonky, and companies using ingredients like green tea for its detoxing benefits, such as MangaJo.



SPARKLING

Sparkling wine's bubble doesn't look like it's set to burst anytime soon. Wine retailer Majestic Wine reported strong Christmas sales of English sparkling wine, with consumers opting for fizz from these shores rather than Champagne and Prosecco as their festive choice. The company stated that sales of English sparkling wine rose 4.1% in the 10 weeks to 1st January, with like-for-like sales in its stores climbing 1.3%. However, Majestic warns that shops should write off Prosecco at their peril. In its 2018 trends roundup, the retailer states that a difficult harvest in Northern Italy means that sparkling wines from Sicily or Central Italy will be good value and are sure to impress customers.

“ Sales of English sparkling wine rose 4.1% in the 10 weeks to 1st January, with like-for-like sales climbing 1.3% ”

MAJESTIC WINE



LYME BAY WINERY BRUT RESERVE SPARKLING

A fruit-driven sparkling wine that displays lemon and green apple notes with a creamy mousse finish.

lymebaywinery.co.uk

HALFPENNY GREEN BRUT SPARKLING 2014

An award-winning English sparkling wine made following traditional methods.

halfpenny-green-vineyards.co.uk



MONTE CORBINO PROSECCO SUPERIORE DOCG

This Prosecco is produced using selected grapes from Gregoletto's vineyards in the sloping hills of Conegliano.

alivini.com



BREWDOG ELVIS JUICE

This IPA has a caramel malt base but is loaded with tart pithy grapefruit peel.

brewdog.com



BELVOIR ELDERFLOWER PRESSÉ LIGHT

Fresh elderflower and real pressed lemon juice are used to make this pressé, which is made with 30% less sugar than the standard option.

belvoir.com



WILKIN & SONS ENGLISH RHUBARB GIN LIQUEUR

A gin liqueur that features rhubarb from Tiptree's Essex-based farm, it complements an English sparkling wine very well.

tiptree.com

SUMMER

The drinks industry comes alive in the summer months, with plenty of subcategories coming into their own thanks to seasonal appeal. While English fizz is a popular option throughout the year, most consumers are particularly tempted when the sun starts shining. The same goes for rosé – there's no better time to pop open some bottles of blush wine than during the warmer months.

When it comes to beer, the darker options like porters and stouts will most likely take a back seat in summer. It's recommended that hoppy, light beers take centre-stage in your shop's display, with fruit-infused IPAs like Magic Rock's High Wire Grapefruit pale ale proving popular last summer.

Spirits will definitely benefit from being displayed alongside fruity mixers, sodas, tonics and cordials. Gin liqueurs are also piquing the interest of consumers, with Tiptree and The Sweet Potato Spirit Co. producing some standout examples.

TRADITIONAL

While modern products crammed with a variety of superfoods and left-field ingredients are sure to make the headlines and excite your customers, once the novelty wears off you could be faced with hard-to-shift surplus stock. Traditional products tend to have endured the test of time and are proven popular picks. Ensure that you've got a constant stream of revenue by providing your customers with classic farmhouse cider, real ales and bitters and a couple of good quality whiskies. The classics never go out of style, after all.



REFINED REFRESHMENTS

Steeped in history, Franklin & Sons' range of soft drinks and mixers boast some serious cachet when it comes to quality flavours and provenance

Franklin & Sons products were first introduced in 1886 by the Franklin brothers. Quickly establishing themselves as experts in creating authentic, high quality recipes made from delicious hand-picked ingredients, the drinks became renowned far and wide. And this ethos continues today with the range of premium soft drinks.

Perfect as a standalone drink, but also working equally as well as a mixer for a range of spirits, the Franklin & Sons range use only natural flavours, extracts and colours, and never include any artificial preservatives or sweeteners. Available in 275ml and 750ml bespoke and embossed bottles, the seven-strong range



draws on the heritage of the Franklin Brothers, while offering a modern twist.

The range comprises: Sicilian Lemonade & English Elderflower with Crushed Juniper, Wild

Strawberry & Scottish Raspberry with Cracked Black Pepper, British Dandelion & Handpicked Burdock with Star Anise, Cloudy Apple & Yorkshire Rhubarb with Cinnamon, 1886 Cola with West African Kola Nut and Coffee Bean, Valencian Orange & Pink Grapefruit with Lemongrass and Brewed Ginger Beer with Malted Barley & a Squeeze of Lemon.

"Franklin & Sons has always had a passion for original, great tasting drinks," explains Jen Draper, head of marketing at Franklin & Sons. "Now, more than 130 years later, their success is celebrated in today's range which combines the finest quality ingredients specially sourced from around the world." The recipes all contain a tertiary food-led ingredient, such as star anise, cracked black pepper, and crushed juniper to complement the base flavours, while also making food pairing simple.

Dating back to Victorian London, Franklin & Sons still combines the finest quality ingredients specially sourced from around the world. Each ingredient boasts provenance, such as

Yorkshire rhubarb and Sicilian lemons, all of which blend with complementary tastes of fruits, herbs and spices.

Franklin & Sons will be showcasing its Great Taste award-winning range at a number of exciting festivals over the summer months, such as Taste of London, Cocktails in the City, Urban Village Fete and Foodies Festival. This targeted activity will result in the brand being seen by more than 10m consumers, so now is the time to stock up on these in-demand products.



APPLE & RHUBARB
Featuring rhubarb hand-picked during the height of the natural harvest in the famous Yorkshire triangle, the juice is blended with cloudy apples and cinnamon to create a delectable drink. Pair with a sloe gin over ice.



Franklin & Sons drinks were first introduced in 1886. The Franklin brothers then embarked on a mission to introduce Victorian Britain to new taste experiences using the finest fruits from around the world.

They quickly established themselves as experts in creating authentic, high quality recipes, made from handpicked ingredients. A passion and ethos that still shines through in today's range.

**FRANKLIN
& SONS LTD**
London 1886

Experience Worth Sharing

Facebook Twitter Instagram @Franklinandsons

To stock or for more information please call +44(0)1246 216 016 or email info@franklinandsons.co.uk

www.franklinandsons.co.uk for our full range of Tonics, Mixers, and Soft Drinks



UNUSUAL

The speciality food and drink sector is a great place for drinks buyers looking for inspiration. Whether it's a company using ingredients like yuzu or black garlic in their creations or a small boundary-pushing artisan producer with an aim of breaking the mould, there are interesting beverages aplenty.



FREYA BIRCH SPIRIT

A unique eau-de-vie made using Nordic birch trees. The frozen sap is sent to England, fermented and distilled to create a fruity spirit.
freyaspirit.com



BLACK COW PURE MILK VODKA

Made entirely from the milk of grass-grazed cows, a crystal clear premium vodka that's smooth with a delicate and creamy finish.
blackcow.co.uk



THE GARLIC FARM BLACK GARLIC VODKA

A natural infusion of distilled barley, sugar and beet with the addition of heat-aged black garlic.
thegarlicfarm.co.uk

VODKA

According to recent IWSR research, vodka accounts for 29% of the world's spirits. However, there has been a 4.3% drop in sales in recent years due to a slowdown in key markets like Russia and Poland. The gin renaissance has also played its part in eclipsing vodka's dominance over recent years, helped by the rise in popularity of dedicated gin bars and favourable press coverage.

But recent Nielsen data shows that vodka won't go down fighting. In fact, vodka sales increased across the UK off-trade by 1.1%, £12.3m in the 52 weeks to 12th August 2017, with flavoured vodkas proving popular and accounting for 35% of growth. It's good news for those in the speciality market, too, with premium brands accounting for 75% of the UK growth, growing at 9.2%, despite only making up 9% of the market compared to 0.3% for household name brands.



PRODUCER SPOTLIGHT

BUNDLED GIFTS



Bring together the concept of alcohol and chocolate with these gift sets. The Chocoshot Toffee Vodka Gift Set is a popular and fun gift idea for occasions such as birthdays, Valentine's Day, Christmas and dinner parties.

The gift set is packaged in a quality box and contains six chocolate shot glasses and two award-winning Thunder Vodka miniatures. Thunder Vodka is one of the fastest growing brands of flavoured vodka and complements the Belgian chocolate shot glasses wonderfully – just pour into the glasses and then eat!

Fans of the chocolate shots can buy them on their own in the Chocoshot 10 Gift Set. This pack contains 10 chocolate shot glasses, allowing consumers to pick their tittle of choice. Each edible chocolate shot glass is gluten, nut, egg and dairy-free and boasts a shelf life of over 12 months from date of manufacture.

bundledgifts.co.uk



CHASE VODKA

Chase's signature spirit, created on the company's Herefordshire family farm from seed to bottle.
chasedistillery.co.uk



REYKA VODKA

An Icelandic vodka that's filtered through lava rock to lend it an intense purity and character.
reyka.com



UTKINS UK5 VODKA

A combination of pure water and organic grain helps produce a premium organic vodka.
londonandscottish.co.uk

CREATING A CRAFT COCKTAIL

Three of The Isle of Wight's quirkiest producers have teamed up to showcase the island's artisan produce in the guise of a Bloody Mary

With top-quality distilleries and alcoholic products hailing from the Isle of Wight, it is probably rather fitting that a homage to the area's products has come in the form of a Bloody Mary – the famous hangover-curing cocktail.

The collaboration between Isle of Wight-based producers The Garlic Farm, The Isle of Wight Distillery and The Tomato Stall has reportedly gone down a storm with thousands of visitors to 'the island', as it's affectionately known to locals. Equally, speciality retailers located across the UK who stock all of the components have enjoyed the cross-selling opportunity the recipe provides.

The Bloody Mary's core ingredients consist of The Garlic Farm's Garlic Vodka, with its heat-aged black garlic combining with the juice of 100% vine-ripened Isle



of Wight tomatoes from The Tomato Stall, which is all bound together with The Isle of Wight Distillery's Rock Sea Vodka.

The Garlic Farm's Black Garlic Vodka is a premium spirit distilled in small batches by award-winning spirit makers. The production method involves distilling vodka with black garlic, which creates a drink which is permeated by black colour and sweet, liquorice and caramel tones with a garlicky kick.

Inspired by the Isle of Wight's fresh sea air, Rock Sea Vodka is a grain-distilled vodka with contains the subtle addition of rock sea salt, which adds an extra smoothness. Each batch is handcrafted using a column still and then blended with Isle of Wight spring water in small batches to produce a premium 40% ABV variety that makes a great foundation for cocktails.

The Tomato Stall's Pure Tomato Juice contains vine-ripened Isle of Wight tomatoes that are pressed in



- 10–20ml Black Garlic Vodka
- 30–40ml Isle of Wight Distillery Rock Sea Vodka
- 250 The Tomato Stall Tomato Juice
- Pinch of celery salt
- Splash of Worcester Sauce
- Few drops of The Garlic Farm's Vampire Slayer hot sauce
- Grind of The Garlic Farm's Garlic Sea Salt with Chilli
- Celery Stick

small batches by hand, culminating in a juice which is full flavoured, naturally sweet and highly refreshing.

The Bloody Mary provides retailers with the perfect opportunity to showcase the exceptional quality on display in the Isle of Wight. "Although it's a small island, the Isle of Wight is home to a growing collection of quirky, high quality producers," explains Barnaby Edwards, director of The Garlic Farm. "With a strong sense of community and short distances between farms and facilities, collaboration is thriving, and with great results."

The ultimate Bloody Mary

A collaboration between Isle of Wight producers.



www.isleofwightdistillery.com
01983 613653



www.thegarlicfarm.co.uk
01983 865 378



www.thetomatostall.co.uk
01983 866 907



WHISKY

According to the Scotch Marketing Board, "Scotch is worth £1bn to the exchequer and it supports 40,000 jobs. Every month in France, more Scotch is sold than Cognac in a year! However, in 2014, American Whiskey sales were up 9.6% and 7.8% in 2015. Irish Whisky exports were up 7% in 2014, making it the fastest growing spirit in the world, and Japanese whisky was named World Whisky of the Year."

“ It’s no longer just about aged malt whisky – blends are on the up! Sales at Waitrose have flipped, with non-age specific malts now making up 60% of sales here. Innovative distillers like Glenfiddich are modernising the art of blending and also using flavoured casks, attracting younger customers to the world of malts ”

NATALIE MITCHELL, HEAD OF BRAND DEVELOPMENT AND PRODUCT INNOVATION AT WAITROSE

WINE: WHAT TO LOOK OUT FOR IN 2018

According to Majestic Wine, magnums are big news. The retailer saw a 367% increase in year-on-year sales of super-sized bottles under £20. Rosés and house reds in 1.5 litre measures are proving particularly popular. "It's all about socialising around a bottle," says Richard Weaver, buying director at Majestic. "Magnums create brilliant centrepieces for dinner parties and events, particularly if

you're cutting back on your eating-out spend."

Tapping into ongoing consumer demand for conserving the planet's resources, researchers at the National University of Singapore have created the world's first tofu wine using discarded tofu whey. The wine, named Sachi, offers an abundance of health benefits and clocks in at a lower alcohol level than traditional wine.

Cava is set to rival its Prosecco and Champagne sparkling counterparts this year. Wine specialists Bibendum recommend Cava Llopart's varieties specifically, with Chris Harag, Bibendum business development manager stating, "Moving up the quality ladder, drinkers are increasingly looking for alternatives to Prosecco and sommeliers are increasingly looking at top Cava."

WATER

Whether it's birch, coconut, maple or cactus, the general public has an insatiable thirst when it comes to how they get their H2O.

PHROOTI MANGO WATER

A low calorie, all-natural drink made from crushed mangoes and spring water.
phrooti.com



WHAT A MELON WATERMELON WATER

A watermelon water that's all natural and contains nothing from concentrate.
whatamelonwater.com



COLDPRESS RASPBERRY, LEMON & APPLE COCONUT WATER

A refreshing natural blend of raspberry, lemon, apple and coconut water, which boasts great hydration benefits.
coldpressjuicesonline.co.uk



X-RATED

Brewing the world's strongest beer has become a much-publicised contest amongst brewers. Laying down the gauntlet in 2009 was Scotland's self-proclaimed punk brewery, BrewDog, which made its 32% ABV Tactical Nuclear Penguin imperial stout. Cue outrage from the mainstream press, and lots of other breweries lining up to take the high alcohol percentage challenge. Brewmeister, another Scottish brewery, now holds the world record with its 67% ABV Snake Venom.



BREWDOG TACTICAL NUCLEAR PENGUIN

This 32% ABV beer is cask-aged, giving it a smokey wood flavour in the similar vein as a scotch whisky.
brewdog.com

ASPALL IMPERIAL VINTAGE CYDER

This rich-flavoured 8.2% ABV cider is enhanced by bitter-sweet apples from a single year's crop.
aspall.co.uk



KINGS COUNTY BARREL-STRENGTH BOURBON

Rich and sweet notes of vanilla, caramel and cinnamon come to the fore in this 62% ABV bourbon.
kingscountystillery.com

DRINK, RINSE, REFILL & REPEAT

Nick Beck of Borough Wines introduces the revolutionary wine refill system giving independent shops the edge



Founded in 2002 on London's iconic Borough Market, Borough Wines is now an award-winning wine,

beer and spirits retailer with nine bricks-and-mortar shops, a successful e-commerce arm and wholesale business, Borough Wines Imports. The approach is simple – exciting products, sourced direct and sold without posturing or pretence. The Borough Wines Corners allow us to share the insights we've gained over the last fifteen years with like-minded businesses in the independent retail sector. Featuring a bespoke range of wines – plus select craft beers, boutique spirits and soft drinks



– alongside the pioneering and environmentally-friendly wine refill system, it's a made-to-measure wine offering for the speciality food sector.

“TAILORED TO YOUR NEEDS”

Wine can be a confusing and challenging product for an independent deli or farm shop to purchase, but the Corners concept makes it easy, as we have already done the complicated bit. We work with retailers to create a wine list that is tailored to their customers' needs. Wines are handpicked by our buyers from small estates and direct from winemakers worldwide, many of whom work organically or biodynamically. All are proven commercial successes; nothing makes it into the Corners without first getting the thumbs up from customers in the Borough Wines shops.

“CORNERING THE MARKET”

The Corners are a complete and compelling wine offering, created specifically with the speciality food sector in mind. The range is designed to complement the products on the shelves - reflecting that same spirit of provenance and authenticity, while bringing something extra to the business.

“QUALITY WINE AT THE TURN OF A TAP”

The ultimate in accessibility, the Borough Wines “I Will Refill”



Ongoing sales and marketing support ensure The Corners continue to work hard for retailers long after initial installation; this includes training, regular newsletters to keep retailers abreast of new wines in the range and seasonal trends and POS tasting notes for all wines. The optional extra of a tailored tablet computer guide empowers customers to explore the range with added confidence and is a powerful training tool for staff

system makes quality wine available at the turn of a tap, as part of self-service wine refill stations alongside the bottled selection. The wines in the system come from the same producers as the bottles on the shelves - so quality and provenance is assured - but buying it in this way keeps costs down. Not only does it offer brilliant value for customers, but is also much better for the environment, as bottles are designed to be refilled again and again. A powerful marketing tool, it's a great way to boost footfall - driving return visits and building loyalty.



IN YOUR CORNER

The **BOROUGH WINES CORNERS** – a complete wine retail solution for independent shops and delis.

- A bespoke range of wines from small producers worldwide.
- Brilliant beers, small batch spirits and soft drinks to complement your offering.
- Expert advice and marketing support.
- The pioneering and environmentally-friendly wine refill system.



For more information email us at wholesale@boroughwines.co.uk or call us directly on

020 8532 8588

BOROUGHWINESIMPORTS.CO.UK  



YOUNG PRODUCERS

One of the most exciting aspects of being involved in the speciality food and drink industry is witnessing the entrepreneurial spirit on display amongst a younger generation of business founders. This palpable young energy is one of the reasons we started our New Producer Awards, which saw an influx of companies helmed by fresh-faced entrepreneurs enter their products.

These companies tend to be well-positioned to release products that cater to the coveted millennial market, too, with the people behind the businesses often of the demographic themselves. From craft breweries to fruit-infused sugar-free waters, you'll find these savvy and energetic younger businesspeople at the forefront of numerous drinks companies in the speciality sector.



CRANES LIQUEUR

A really smooth cranberry and blood orange liqueur made with cranberries from Wisconsin, along with blood orange juice and orange rind.
drinkcranes.co.uk

JUBËL PEACH BEER

The duo behind this brand quit their jobs in the city to launch this beer inspired by the demi-pèch tradition in the Alps.
jubelbeer.com

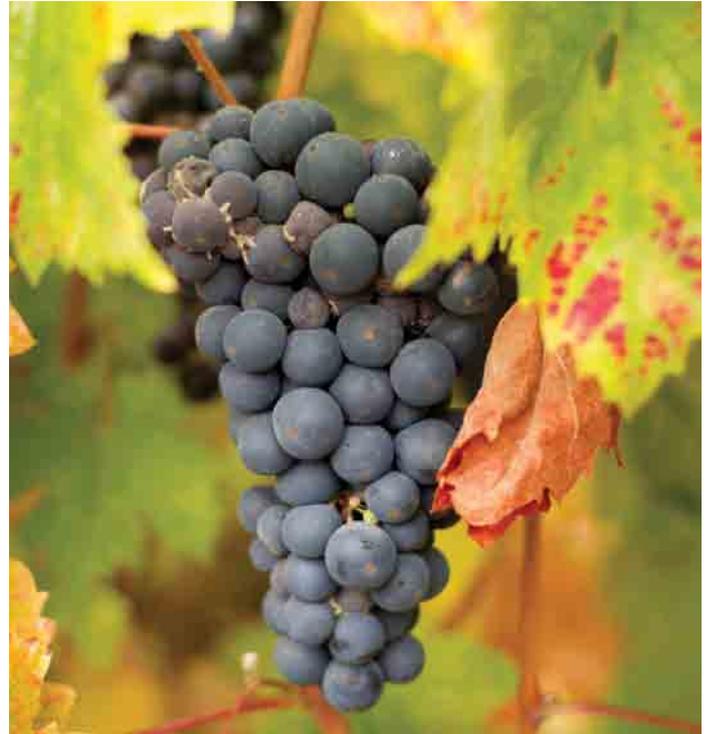


UGLY LEMON & LIME

100% natural lemon and lime flavoured water that contains no sugar, sweeteners, calories or anything artificial.
uglydrinks.com

ZINFANDEL

Even though the origins of this distinctive red grape can be traced to Europe, it's usually considered a Californian variety. Grown all across The Golden State, the grape can yield robust and spicy flavours, and performs at its best when grown in meso-climates – a combination of hot days and cool nights. Zinfandel wines tend to be matured in American oak, lending them delicate, vanilla flavours.



YUZU

A Ichang papeda and Satsuma mandarin hybrid fruit, Yuzu is proving to be a hugely popular ingredient. Hailing from East Asia, it is revered for its punchy citrus taste, and has become an ingredient that is making waves in the premium food sector. You'd be hard-pressed to find the fruit itself in the UK, but its juice can be commonly found on the shelves in supermarkets like Waitrose and mixologists are turning to it to give their concoctions a modern, citrusy kick.



PEEL & SPICE LEMONGRASS WITH BLACK PEPPER

A sugar-free and sparkling blend of citrusy lemongrass and punchy black pepper.
peelandspice.co.uk



KARMA COLA SUGAR FREE

This classic cola contains nothing artificial, with part of the proceeds from each bottle going to the families who grow the company's cola in Sierra Leone.
karmacola.co.uk



BRECKLAND ORCHARD POSH POP LIGHTER

A zero-sugar premium soft drinks which offers a great healthy alternative for those with a sweet tooth.
brecklandorchard.co.uk



ZERO SUGAR

Announced during the 2016 Budget, the Sugar Levy has prompted many soft drinks companies to go back to the drawing board with regard to the sugar content of their drinks. Now the fine food industry is awash with sugar-free beverages – many producers using stevia as an alternative – to pre-empt the introduction of the sugar tax in April of this year.

TELL US ABOUT BRECKLAND ORCHARD

Breckland Orchard is unashamedly a family-owned business with one simple mission – to make the best-ever soft drinks. We've picked up lots of Great Taste awards along the way, so that tells us that our customers really appreciate the outstanding taste of our soft drinks. The company was founded in 2009, and we continue to expand and develop the range. All our drinks come in 275ml bottles which we think is the perfect single-serve size. Our flavours include: Strawberry & Rhubarb, Pear & Elderflower and Ginger Beer with Chilli.

HOW DO YOU DECIDE WHAT FLAVOURS TO MAKE?

Our range was originally inspired by the drinks my granny Jessie made me when I was a child – sharp, cloudy lemonades, and fruit combinations such as plum and cherry, and elderflower. I'm a

GIVING THE CUSTOMER WHAT THEY WANT

I think there's a real interest in provenance, and craft soft drinks such as Breckland Orchard certainly hit that spot. Secondly, consumers are very interested in packaging. BBC's Blue Planet has had a massive impact on awareness of the perils of plastic packaging on marine life. We're proud to use glass bottles, it's the most environmentally-friendly packaging format for drinks. Also, 100% of our bottles can be recycled

PERFECTLY CRAFTED

Drinks Buyer speaks to Claire Martensen, founder of Breckland Orchard, to find out how she does things differently

keen cook and many of the flavours come from those I love experimenting with in day-to-day cooking.

WHICH IS YOUR FAVOURITE FLAVOUR?

That's a tough one! I don't make anything that I don't personally love – and that's the way I like it. On a hot summer's day, you can't beat an ice cold Cloudy Lemonade, a Cream Soda with Rhubarb if you're looking for a lovely retro taste or perhaps a Ginger Beer with Chilli when something more warming will hit the spot.

WHY DO YOU NOT TO SELL TO SUPERMARKETS?

I took that decision right away when I started Breckland Orchard. We focus entirely on farm shops, delicatessen, cafés and coffee shops. We sell to outlets that share our love of great food and drinks. I know



that lots of food companies start off the same but end up selling into one or more of the big supermarkets at some point, but that really isn't our dream. The fact that we don't sell to supermarkets is proudly printed on each and every one of our drinks' cases.

ARE THERE ANY NEW FLAVOURS ON THE HORIZON?

We launched a Sloe & Rose Lemonade last autumn, which is our lovely twist on a pink lemonade. It's been really popular, and people love its lovely floral and citrus combination, perfectly crafted to taste delicious.

This spring we are launching a craft Cola. We've been experimenting to find the perfect balance of tastes with no artificial E numbers or flavours, and we finally found the perfect recipe. We're



We have launched a range of zero sugar drinks in response to people wanting to drink more mindfully. We have three flavours – Elderflower, Cloudy Lemonade and Ginger Beer with Chilli. All of them are sugar free, five calories or fewer per bottle and yet taste absolutely delicious. We've had the most amazing feedback and comments about their taste, and most people can't believe that they are sugar-free



brecklandorchard.co.uk

thrilled to be able to share it with everyone.

WHY IS BEING FAMILY OWNED IMPORTANT TO YOU?

We're 100% family-owned, no angel investors lurking in the side wings, and no venture capital companies driving our agenda. The fact that we are a privately owned company means we have the freedom to make the right decisions, do the proper thing and not take shortcuts. That's really important.

“ The fact that we don't sell to supermarkets is proudly printed on each and every one of our drinks' cases ”



YOU WON'T FIND
OUR DRINKS IN
SUPERMARKETS

Breckland Orchard

AWARD WINNING POSH POP



- 9 flavours of 275ml
- 3 zero sugar varieties
- Family owned business based in Cambridgeshire



Please call us to request samples

01953 878 060

poshpop@brecklandorchard.co.uk

www.brecklandorchard.co.uk

ARE YOU SEEKING NEW DRINKS
TO ADD TO YOUR OFFERING?
THEN IT'S TIME TO EXPERIENCE...

FOOD & DRINK EXPO 2018

NEC BIRMINGHAM • 16-18 APRIL 2018

RATED MARKET LEADING BY OUR VISITORS

TASTE AND EXPERIENCE AN
EXCITING MIX OF DRINKS

1500 EXHIBITORS
250 SPEAKERS
100 LIVE EVENTS*

HOTTEST INDUSTRY TRENDS

TASTE &
SOURCE
AMAZING
PRODUCTS

THREE DAYS OF INNOVATION,
INSPIRATION AND THEATRE

*EXPECTED FIGURES

THIS IS A TRADE ONLY EVENT. NO UNDER 16S ALLOWED

REGISTER NOW AT FOODANDDRINKEXPO.CO.UK

@FoodDrinkExpo #FDE2018

ALONGSIDE

THE **INGREDIENTS**
SHOW

foodex

ncs

FARM
SHOP
Delishow