

Contact us...

Bibendum Wine

109a Regents Park Road, London, NW1 8UR

www.bibendum-wine.co.uk

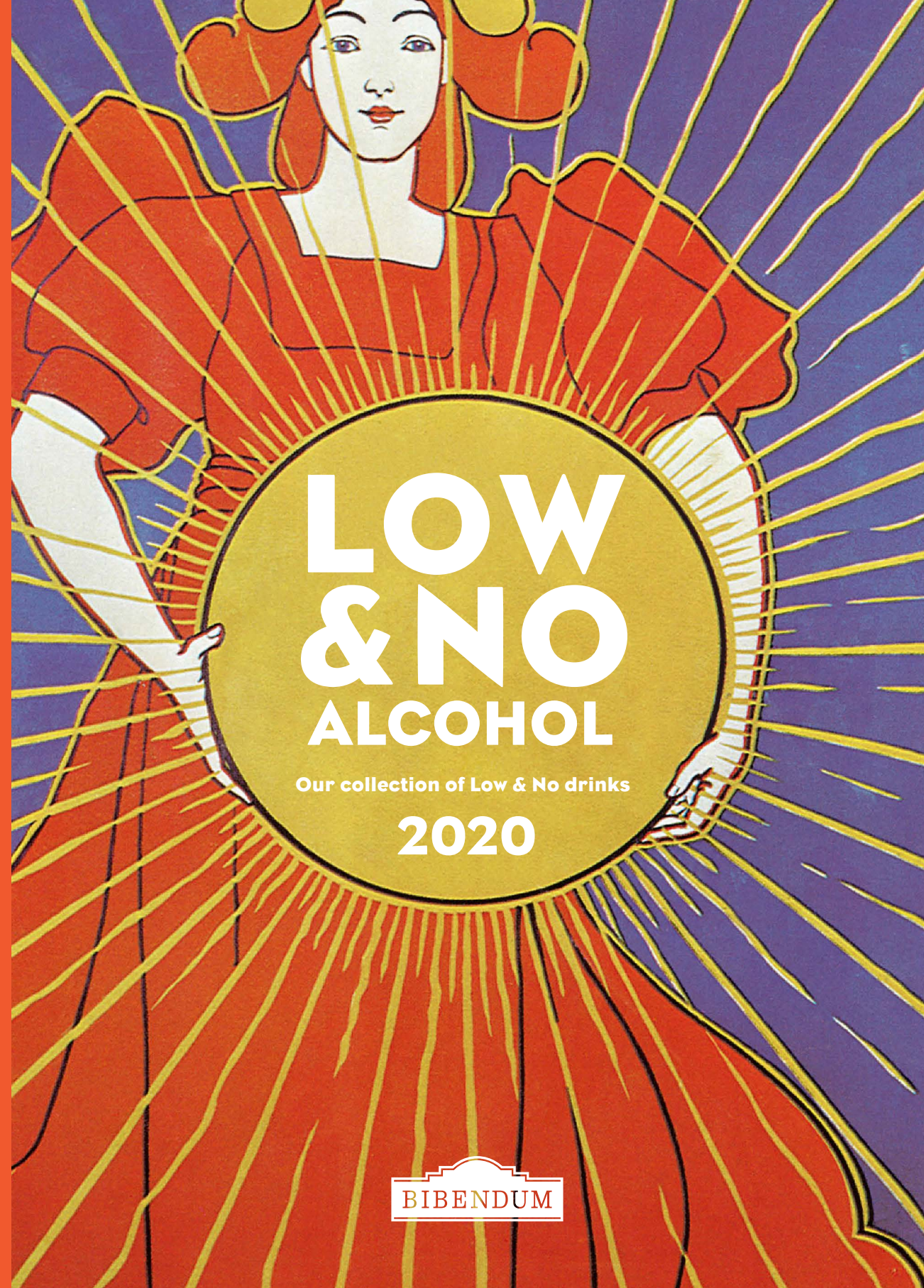
Tel: 0845 263 6924


✉ tradesales@bibendum-wine.co.uk

f [/bibendumwine](https://www.facebook.com/bibendumwine)

t [@bibendumwine](https://twitter.com/bibendumwine)

ig [@bibendumwine](https://www.instagram.com/bibendumwine)





The **LOW & NO** Revolution

Whether attempting Dry January or just wanting to cut back, many customers are looking for alternatives to their favourite alcoholic drinks. Our Low & No range showcases the rising stars of the category and some new takes on alcoholic classics.

The Low & No Revolution

The Low & No alcohol revolution is set to be one of the biggest drinks' trends of 2020. As consumers increasingly focus on improving their health and wellbeing, there has been a rise in the number of teetotallers who are avoiding alcohol altogether (now accounting for 23% of the population), as well as a growing proportion of consumers looking to cut down their intake - for reasons such as physical health, retaining control and mental wellbeing.

We have already seen strong sales within the Low & No category on-trade (+48% in value YoY), with a third (32%) of consumers reporting that they have recently tried a no or low alcohol beer, wine or spirit. The fact that just a small minority of these consumers claim to be teetotal highlights that it is the shift towards alcohol moderation driving these sales, rather than a complete avoidance of alcohol.

Sources: ONS, YouGov/Drinkaware, CGA GB MAT to September 2019, CGA

CONTENTS

Lower Alcohol Wine	2-3
Non-Alcoholic Spirits	4-11
Æcorn	4-5
Seedlip	6-7
Ceder's	8-9
Everleaf	10-11
Low Alcohol Spirits	12-13
Hayman's Small Gin	14-15
Discarded	16-17
Belsazar	18-19
Lillet	20-21
Low & No Alcohol Beers & Ciders	22-23
The Original Small Beer	24-25
Premium Soft Drinks	26-27
Real Kombucha	28-29
Franklin & Sons	30-31
Fentimans	32-33
Low & No Events	34-35

LOWER ALCOHOL WINE

Lower alcohol wine is growing in popularity. Waitrose reports that sales of low alcohol wines were up 31% in 2018.



**Joh. Bapt. Schafer
Pittermannchen
Riesling Kabinett**
Nahe,
Germany

ABV **8%**

Aromas of herbs and
ripe yellow fruit.

*Drink me with
fruity desserts*



**Robert Weil
Rheingau Riesling
Kabinett**
Rheingau, Germany

ABV **9.5%**

Light and lovely, with
notes of exotic fruit.

*Drink me with
Thai food*



**Millton Opou
Riesling**
Gisborne, New Zealand

ABV **9.5%**

Biodynamic Riesling
with notes of citrus fruit
and honeyed spice.

*Drink me with
spicy food*



**Spy Valley
Easy Tiger
Sauvignon Blanc**
Marlborough,
New Zealand

ABV **9.5%**

Crisp and lively,
with flavours of
tropical fruit.

*Drink me with
cheese*



**Josef Chromy
Delikat Riesling**
Tasmania, Australia

ABV **7.5%**

A complex and delicate
wine with flavours of
rose, and citrus.

*Drink me with
fish*



**Vietti Cascinetta
Moscato d'Asti**
Piedmonte, Italy

ABV **5.5%**

Slightly sparkling
and sweet, with notes
of baked pear.

*Drink me with
chocolate desserts*

NON-ALCOHOLIC SPIRITS



Æcorn

17th century herbal remedies meet the aperitif. Æcorn Aperitifs are made from 100% English grown Pinot Noir, Pinot Meunier and Chardonnay grapes, pressed early and blended with appetite stimulating herbs, roots and bitter botanicals.

The result is the world's first range of bold and bitter non-alcoholic aperitifs.

Æcorn Dry

Dry, floral and herbaceous

Drink me with shellfish

Æcorn Bitter

Bold and bittersweet

Drink me with nuts and olives

Æcorn Aromatic

Aromatic and complex

Drink me with cheese and figs

NOgroni

Ingredients

25ml Æcorn Bitter
25ml Æcorn Aromatic
25ml Seedlip Spice
Orange twist and olive to garnish

Method

Half fill glass with crushed ice and pour in Æcorn Bitter, Seedlip Spice and top with soda. Top with more crushed ice and garnish with an orange twist and green olive.

MartiNO

Ingredients

40ml Æcorn Dry
40ml Seedlip Garden
Lemon twist and olive to garnish

Method

Short stir over ice and strain into a martini glass. Garnish with a lemon twist and green olive.

NON-ALCOHOLIC SPIRITS



Seedlip

In 1600, it was common for physicians to distil herbal remedies using copper stills, harnessing the power of nature to cure illness. Centuries later, Ben Branson stumbled across the recipes and began experimenting with them. After many hours in the kitchen, Seedlip was born.

Seedlip Spice 94

Aromatic with spicy citrus flavours

Seedlip Grove 42

Orange peel and grassy notes

Seedlip Garden 108

Floral and herbal

Espresso MartiNO

Ingredients

50ml Seedlip Spice
50ml Sandows Cold Brew Concentrate
15ml Sugar Syrup

Method

Shake and double strain in to a martini glass.

MiNOsa

Ingredients

50ml Seedlip Grove
25ml Clementine Juice
Top with soda

Method

Half fill glass with ice. Pour in Seedlip Grove and the clementine juice, top with soda.

NON-ALCOHOLIC SPIRITS



Ceder's

Distilled non-alcoholic gin alternative made with the classic botanicals used in gin making. Many of these exotic botanicals are found only in the Cederberg Mountains of the Western Cape in South Africa. Ceder's is bottled in Sweden, after blending with pristine Swedish water.

Ceder's Classic

Floral and balanced

Ceder's Crisp

Refreshing and citrusy

Ceder's Wild

Spicy and warming

Deep in the Valley

Ingredients

50ml Ceder's Classic
40ml Red Grape Juice
15ml Orange Juice
8 Droplets Tonka Bean Non-Alcoholic Bitters

Method

Build in glass over cubed ice and stir gently to chill. Garnish with a thick orange twist.

Ceder's Stinger

Ingredients

65ml Ceder's Crisp
10ml Lemon Juice
5ml Sugar Syrup
Mint Leaf

Method

Shake all ingredients over cubed ice and fine strain into chilled coupette - garnish with a large floating mint leaf.

NON-ALCOHOLIC SPIRITS



NON-ALCOHOLIC
BITTERSWEET APERITIF
EVERLEAF

A complex infusion of botanicals from around the world, including saffron, vanilla, vetiver, gentian.

Everleaf

Launched by UK bar tender and conservation biologist, Paul Matthew, Everleaf contains 18 different plants chosen to impart complex and delicate flavours as well as texture. The drink is designed to be mixed with soda water or tonic, or as a base for non-alcoholic cocktails.

Everleaf Rocks

Ingredients

Everleaf
Ice
Orange wedge

Method

Pour a generous measure of Everleaf over ice, mix and garnish with orange wedge.

Everleaf Tonic

Ingredients

50ml Part Everleaf
150ml Parts Tonic
Orange or pineapple wedge to garnish

Method

Mix as you would a traditional G&T.





LOW ALCOHOL SPIRITS

With 'shim' drinks all the rage, cocktails are being made using the likes of sherry, vermouth and sake to replace hard spirits like vodka and gin. We have selected our favourite lower alcohol spirits and how we like to serve them.

LOW ALCOHOL SPIRITS



Hayman's Small Gin

The game-changing gin that lets you mix a gin and tonic with just 0.2 units of alcohol per serve. This full-flavoured Small Gin is so rich in botanical character that just 5ml (one thimbleful) is all you need to mix a classic G&T. Each bottle of Small Gin comes with a specially designed 5ml measuring thimble.

Hayman's Small Gin

ABV 43%

40 SERVES per bottle
0.2 UNITS of alcohol per
5ml (thimbleful) serve

Small G&T

Ingredients

5ml Hayman's Small Gin
100ml Tonic
Lemon Zest

Method

Pour 5ml of small gin over ice
add the tonic and garnish with
lemon zest.



LOW ALCOHOL SPIRITS



Discarded

When coffee producers extract a bean from the coffee berry, they discard the fruit that's left. This 'cascara' is deep red in colour with a rich and fruity flavour, perfect for infusing with Discarded's unique sweet vermouth. The taste is full and sweet, with indulgent fruity notes merging with the characteristic bitter notes of vermouth.

Discarded Sweet Cascara Vermouth

ABV 21%

D&T

Ingredients

50ml Discarded Vermouth
150ml Tonic Water
Orange Zest

Method

Pour Discarded Vermouth into high ball glass over cubed ice and stir gently to chill, top with tonic water and squeeze of orange zest.



LOW ALCOHOL SPIRITS



Belsazar

Belsazar is a new vermouth brand that is produced at the edge of the Black Forest in Germany. Handcrafted from the finest ingredients, four variants are made: Dry, Red, Rosé and White. Belsazar vermouths are created using a blend of six wines flavoured with up to 20 different home-grown spices, herbs, peels and blossoms.

Dry

ABV 19%

Dry, with notes of summer fruits and bitter Seville orange.

Red

ABV 18%

Full bodied and bittersweet.

Rosé

ABV 17.5%

Light, bittersweet and summery.

White

ABV 18%

Mellow, with a hint of elegant vanilla.

Germano Mexicano

Ingredients

- 50ml Belsazar Rosé
- 25ml Mezcal
- 20ml Lime Juice
- 20ml Agave Syrup

Method

Place all the ingredients in a shaker, top with ice cubes and shake well. Serve in a pre-chilled tumbler on ice and garnish with a grapefruit slice.



LOW ALCOHOL SPIRITS



Lillet

Once the in-vogue tippie of the 1920s and 30s, Lillet was served at every special occasion. These fruity Bordeaux aperitifs are having their 21st century renaissance.

Lillet Blanc

ABV 17%

Candied oranges, honey and exotic fruits

Lillet Rosé

ABV 17%

Fresh, lively and fruity

Lillet Rouge

ABV 17%

Ripe berries, vanilla and delicate spices

L'Elephant Rose

Ingredients

60ml Lillet Rosé
20ml Creme de Peche

Method

Shake all ingredients together, strain into a coupe glass and garnish with a sprig of thyme.

Lillet Rougette

Ingredients

50ml Lillet Rouge
100ml Bitter Lemon
2 slices of Lime

Method

Pour into a glass full of ice, add the bitter lemon, the lime slices and stir.



LOW & NO ALCOHOL BEERS & CIDERS

The low alcohol movement has been highly influential on beer, with 27% of millennials in the UK saying they drink less beer. The main reason is a concern that beer contains a high number of calories. Sales of low and alcohol-free beers, on the other hand, have jumped 44% in value. This has been boosted by an increase in choice; with a surge in the number of low ABV brands.

Sources: Bank of America Merrill Lynch; CGA GB MAT to Sep 2019; CGA

LOW & NO ALCOHOL BEERS



The Original Small Beer

A staple of British daily life in the 1700’s, small beer was traditionally brewed between 0.5 - 2.8% ABV. As clean drinking water was made more available in the 19th century, the need for small beer passed and the art of its creation was lost. Today, using sustainable brewing methods, Small Beer Brew Co. is committed to reinvigorating a liquid that was once at the very heart of society.

The Original Small Beer Dark Lager

ABV 1.0%

A balance of rich coffee, chocolate and toast

The Original Small Beer Lager

ABV 2.1%

Stunningly refreshing, packed with hop and malt flavours

Freestar

Freestar is made using a pioneering alcohol-free process. There is no need to remove alcohol, so Freestar is full flavoured from start to finish. Made using malted barley, perle hops, pomelo and bergamot.

Freestar Premium

ABV 0%

Citrus flavours and a malted, dry finish.



LOW & NO ALCOHOL BEERS AND CIDERS



Beck's Blue

ABV 0%

Same taste as the original Beck's but alcohol free.



Estrella Galicia

ABV 0%

Pleasantly sweet flavour with a bitter finish.



Budweiser Prohibition Brew

ABV 0%

Perfectly balanced, full-flavoured lager with a crisp finish.



Kopparberg Mixed Fruit

ABV 0%

A delicious punch of raspberry and blackcurrant flavour. Refreshingly light.



Heineken 0%

ABV 0%

Refreshingly dry with fruity notes that set it apart from the alcoholic version.



Peroni Libera

ABV 0%

Crisp and refreshing taste, with a delicate fruity aroma.



Brewdog Nanny State

ABV 0.5%

Resinous pine notes break into a refreshing citrus fruit and mango taste.



Magners Zero

ABV 0%

The same crisp apple flavour, but without the alcohol



PREMIUM SOFT DRINKS

In the last year, there were 271 'premium soft drinks' launched in the UK, where there is growing demand for interesting and complex soft drinks as an alternative to the usual post-mix.

From kombucha to premium lemonade, our collection is bound to satisfy even the most sophisticated drinkers.

PREMIUM SOFT DRINKS



Real Kombucha

Real Kombucha began in early 2016 when founder, David Begg, had all but given up drinking. A big lover of food, David found he missed the joy of pairing great wine with great dishes. Putting together a small team that included nutrition innovator, Adrian Hodgson, and tea expert, Will Battle, the nascent company experimented with 150 different teas until they came up with the Real Kombucha.

Dry Dragon

Brewed with:
Chinese dragonwell tea

Alternative to:
Sauvignon Blanc

Royal Flush

Brewed with:
Darjeeling tea

Alternative to:
Prosecco

Smoke House

Brewed with:
Yunnan black tea

Alternative to:
Cider

It's not just a fad!
Kombucha has actually been
around for thousands of years.
In fact, it first appeared in
China in 220BC.



PREMIUM SOFT DRINKS



Franklin & Sons

Franklin & Sons products were first produced in London in 1886. The three Franklin brothers introduced innovative flavours to the UK, selling their handcrafted range of soft drinks to great acclaim.

1886 Cola with West
African Kola Nut
and Green
Coffee Bean

British Dandelion
& Handpicked
Burdock with
Star Anise

Valencian
Orange & Pink
Grapefruit with
Lemongrass

Sicilian Lemonade
& English
Elderflower with
Crushed Juniper



PREMIUM SOFT DRINKS



Fentimans

Fentimans have been making natural botanical drinks for over 100 years. The drinks are brewed for 7 days using the time-honoured botanical brewing process. The result is a drink that tastes simply delicious.

Dandelion & Burdock	Lightly Sparkling Elderflower
Rose Lemonade	Traditional Ginger Beer
Mandarin & Seville Orange Jigger	Victorian Lemonade



LOW & NO

EVENTS 2020

January - The Mindful Drink Festival

Where: Spitalfields Market, London

When: Saturday 18th Sunday 19th

January 2020

A showcase of the best tasting adult-orientated drinks brands in the industry. The event includes street food, talks, tasting sessions, demonstrations and music.

January - Dry January

Dry January is a campaign run by charity Alcohol Change UK and backed by the UK government, which involves abstaining from drinking any alcohol for the first 31 days of the year. In 2019, around 4.2 million took part in the abstinence challenge.

March - June - Sober Spring

Together with Dry January, Alcohol Change launched Sober Spring from 20th of March to the 20th of June.

May - UK Soft Drinks Conference

Where: Congress Centre, 28 Great

Russell Street, London WC1B 3LS

When: 3rd May 2020

Zenith Global's annual soft drinks conference brings together senior industry managers, innovators, retailers, suppliers, opinion formers and advisers to provide the fullest possible one-day overview of the latest developments, issues and opportunities.

May - The Soft Beverage

Show for the F&B Industry

Where: Olympia London

When: 19th 20th May

A showcase for soft beverages, the event includes a Soft Drinks Talks & Tasting Theatre to promote the strong case for improving customer appeal, sales and profits by stocking, displaying and serving a better range of soft beverages in addition to coffee and tea.

June - The Low 2 No Bev Show

Where: The Old Truman Brewery, London

When: 17th-18th June 2020

This is a brand new - and unique - dedicated trade event to give the sector its own voice and support its future growth. From low-abv beers, ciders, wines and spirits to premium soft drinks, cordials and mixers, the Low 2 No Bev Show is the must-attend event for anyone who sources and buys low and no-alcohol beverages across retail, hospitality, convenience and the on/off licensed trade.

October - Sober October

MacMillan Cancer Support recently promoted the movement Sober October.

JOIN THE CONVERSATION

@bibendumwine

