




# LOW & NO ALCOHOL

Our collection of Low & No drinks

2020

BIBENDUM





# 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

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## 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*



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

ABV **9.5%**

Crisp and lively,  
with flavours of  
tropical fruit.

*Drink me with  
cheese*



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

ABV **9.5%**

Light and lovely, with  
notes of exotic fruit.

*Drink me with  
Thai food*



**Josef Chromy  
Delikat Riesling**  
Tasmania, Australia

ABV **7.5%**

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

*Drink me with  
fish*



**Milton Opou  
Riesling**  
Gisborne, New Zealand

ABV **9.5%**

Biodynamic Riesling  
with notes of citrus fruit  
and honeyed spice.

*Drink me with  
spicy food*



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

ABV **5.5%**

Slightly sparkling  
and sweet, with notes  
of baked pear.

*Drink me with  
chocolate desserts*





## 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.





## 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.





## 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

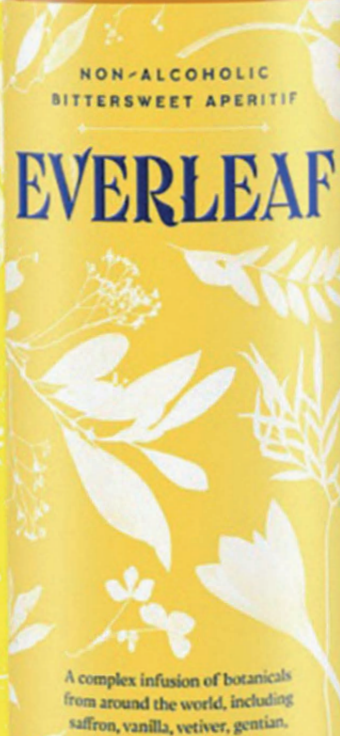
65ml Ceder's Crisp  
10ml Lemon Juice  
5ml Sugar Syrup  
Mint Leaf

### Method

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



## NON-ALCOHOLIC SPIRITS



## 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.





## 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 C&T

### Ingredients

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

### Method

Pour 5ml of small gin over ice, add the tonic and a squeeze of lime. Garnish with the lemon zest







## 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.





## Gordon's Low Alcohol Gin & Tonic

Made using Gordon's London Dry Gin, and perfectly mixed with botanicals and natural fruit extract, Gordon's Low Alcohol Gin has the unmistakable taste of Gordon's with 0.5% alcohol.

### Gordon's low alcohol G&T Lime

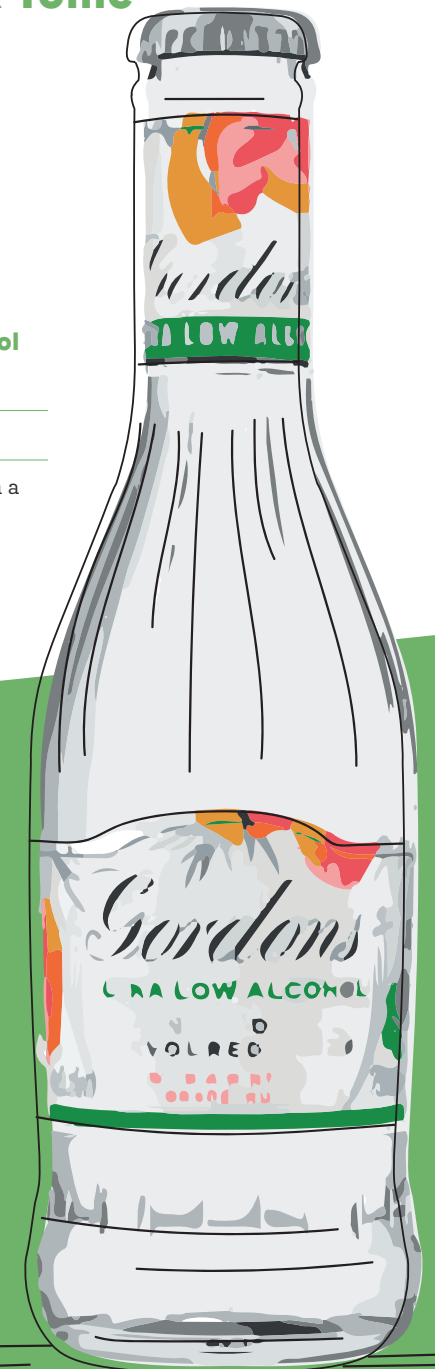
ABV **0.5%**

The Classic Gordon's G&T with a hint of lime, crisp and citrusy

### Gordon's low alcohol G&T Grapefruit

ABV **0.5%**

A refreshing G&T with a touch of grapefruit.







## 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*





## The Original Small Beer

Specialising in brewing classic styles below 2.8%, Small Beer believe in great tasting beer for any occasion. Using the very finest ingredients, with a focus on flavour maximisation over alcohol creation, Small Beer delivers world class taste at a sociable ABV.

### 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 an Award Winning 0.0% Alcohol Free Beer. Freestar is the first alcohol free beer made with an alcohol free process, so all the flavour stays in the beer. Perle hops are blended with malted barley and other natural ingredients to create this delicious beer.

### Freestar Lager

ABV 0%

Crisp, malted body with a dry hoppy 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.





## REAL Kombucha

REAL Kombucha began in early 2016 with a vision of producing a range of non-alcoholic sparkling beverages that are an alternative to Champagne and Prosecco. REAL Kombucha's beverages are fresh, delicate, sparkling drinks made from the finest loose leaf teas from around the world. 100% natural and exceptionally low in sugar and calories

### 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.**







## 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**







## 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





# Contact us...

## **Bibendum Wine**

109a Regents Park Road, London, NW1 8UR

[www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)

Tel: 0845 263 6924

 [tradesales@bibendum-wine.co.uk](mailto:tradesales@bibendum-wine.co.uk)

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