

# Low & No

drinks collection



the experience matters

Matthew Clark

# Contents

INTRODUCTION /	03
NEED TO KNOW /	04
THE CHANGING PERCEPTIONS /	05
CONSUMER PORTRAIT /	06
WINE /	08
BEER AND CIDER /	16
SPIRITS /	22
COCKTAILS /	28
MOCKTAILS /	34
SUPPORT /	42

the statistics paint  
a very clear picture

**Across the UK, there is an increased interest in low and no alcohol products. 40% of UK consumers now make a conscious effort to go without alcohol for long periods of time.**

Dry January no longer limits the amount drank during the start of the year alone, but continues to have an effect well into the year with 70% of people who take part continuing to drink less six months later.

Luckily, the low and no alcohol drinks category is one of the industry's most exciting and innovative areas. Just as drinkers are looking for more premium

options, abstainers are too! Alcohol-free products are in strong growth, and while this is from a small base, it's an area licensees should give some focus to throughout 2019. Being able to offer someone abstaining, or cutting back, a superb craft product or delicious wine, instead of a soda and lime, will enhance the customer experience and put more money in your till.

## need to know

Figures from the ONS\* confirm that drinking habits are changing, with more of the population drinking alcohol less or not at all.

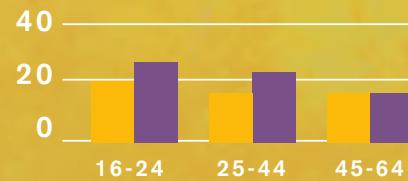
This is a significant opportunity for trade. If the 20% of the population aged 25-44 that do not drink alcohol could be encouraged to visit a licensed premise once more per month and purchase just one drink, every venue in the UK would have an average of £1535 extra in the till. Applying the same logic to those aged 18-24 would add an additional £600 per venue.



The proportion of the UK population drinking alcohol at least once a week has fallen by 7.2% since 2005.

Millennials are splashing out £3,750 a year going out, they want to try new things, they want to socialise with friends and don't want to be hindered by the dreaded hangover.

The on-trade needs to respond by becoming welcoming to people skipping the alcohol and opening the door to new opportunities and tastes.



The proportion of adults that do not drink at all has grown across all age groups under the age of 64.

## the changing perceptions

It has been well documented, 18-24 year olds are drinking less than their predecessors. What's going on with the younger generations? Should we all be taking note?

The younger generation have grown up surrounded by healthy eating initiatives and the pressures of social media. Looking after our bodies has become more important than ever before. No wonder so many low or no alcohol options have started to creep onto drinks lists!

Non-alcoholic drinks and mocktails have been making waves with bartenders the world over. Alcohol-free cocktails used to consist of a few fruit juices mixed together with little or no thought to those consuming them. In today's market, bartenders are now working with a wide array of flavours and combining them with the same care

and attention they would give to the most adventurous alcoholic cocktails. Avoiders and moderators still want to see the show, and now, being a designated driver can leave you with the most interesting drink of the whole round.

It's an exciting place to be. From an establishment owner's mind set, someone buying a non-alcoholic cocktail at the bar with interesting flavours at £4 or so will give them a much better return than a bottle of water or worse, a glass of tap water! There is money to be made with non-alcoholic drinks in the trade - it is not as dull as it once was.

\*Office for National Statistics



# consumer portrait

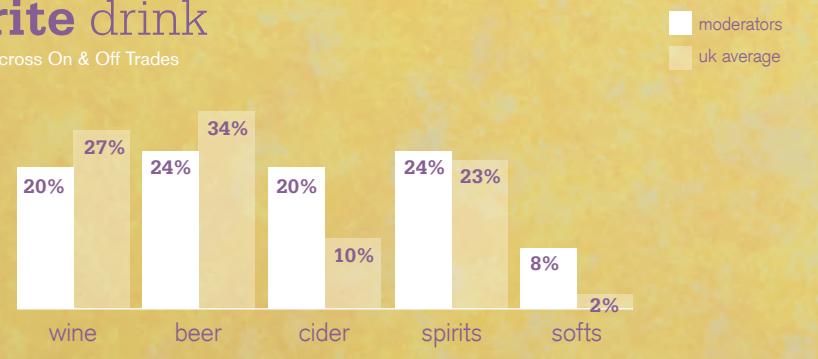
We segment consumers into seven distinct portraits that allow us, and our customers, to understand how the population is choosing to spend their time and money across the drinks industry.

## moderators

Those that make efforts to limit their drinking make up 10% of the UK population. They're social drinkers, spending more in the on-trade than off.

### favourite drink

% share of serves across On & Off Trades



### what's hot

Staying sober: these consumers make a conscious effort to go without alcohol for periods of time.

Sweet flavours.

Cream liqueurs, vodka and flavoured vodka.

Trialing white varieties include White Rioja, Pinot Gris and Gewurztraminer.

Premium and standard lager.

### what's not

'Overdoing' it: they are concerned about the health effects of drinking.

Craft beer and Belgian beer.

Malbec.

Region is a less important purchase cue than for the average wine drinker.

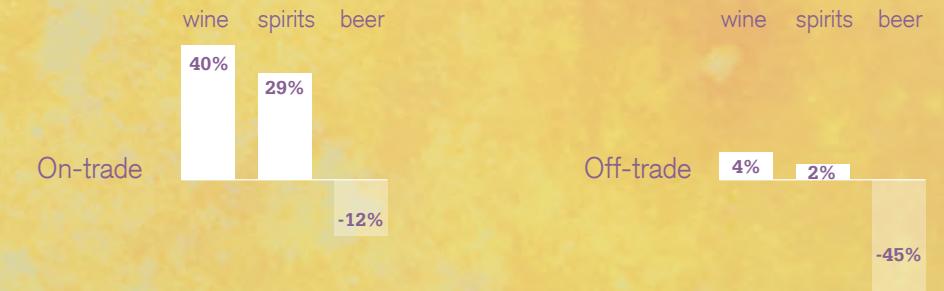
Spontaneous nights out.

## avoiders

While confident in their decision to avoid alcohol, 'avoiders' are still on the hunt for new experiences and social occasions.

### average spend

category spend vs average



### what's hot

Low or no alcohol alternatives.

Budgeting: 8 in 10 say they are good at saving money.

Buying local produce wherever possible.

Social butterflies: these consumers like to see friends and family more than any other consumer type.

On the rare occasion they do drink, it's sparkling wine and Champagne they opt for.

### what's not

Nightclubs.

Luxury.

Going to the same places.

Following the crowd: this group is usually the one who decides where their friends go.

Staying overnight at a festival.

# Low & No wine

Creating de-alcoholised wine isn't much different from making traditional wine—at least initially. Ripe grapes are picked, sorted, crushed and fermented. Once the wine is finished, the alcohol is removed. The most common way of doing this is by using 'spinning cone' technology. Without getting too 'science-y', using centrifugal force and vacuum, 'volatile fractions' such as alcohol are separated. This process removes both the water and the alcohol, so the volume is replaced with water or a combination of water and unfermented grape juice at the end.



# Codorníu

The Codorníu dynasty has been producing wines in the Catalan region of Spain since the middle of the 16th century. This makes them the oldest family business in Spain and the 17th oldest in the world. Pioneers from the beginning, the team at Codorníu is at the forefront of innovation and conservation. They've pledged to reduce their carbon footprint per bottle by 20% by 2020, make all buildings sustainable, reduce their water usage, and limit the use of chemicals on their vineyards.

## CODORNÍU ZERO

This de-alcoholised sparkler is not only a perfect toast, but a great pairing for a number of light dishes.

BOTTLE: 75cl

ABV: <0.5%

CODE: 29794

COUNTRY: 



## ECOLOGICAL ORGANIC

A de-alcoholised sparkler made with naturally cultivated native varieties, from the best organic vineyards of Penedés. Suitable for vegan.

BOTTLE: 75cl

ABV: <0.5%

CODE: 37440

COUNTRY: 



# Torres

A world-renowned name in wine, Torres was founded in 1870. Since then, the team has managed to combine tradition and innovation with their aim of crafting premium quality wine. Always having one eye on the environmental impact of their work, their motto is "the more we care for the earth, the better our wine". The Natureo range was the first of its kind in Spain, designed with those who do not want to give up earthly pleasures squarely in mind.

## NATUREO MUSCAT

Bursting with floral aromas and accompanied by green apple, peach and citrus notes, this de-alcoholised wine is great with fish.

**BOTTLE:** 75cl

**ABV:** 0.5%

**CODE:** 24465

**COUNTRY:** 

ABV:  
0.5%



## NATUREO ROSADO

This rosé wine is fresh and light with ripe red and black fruit flavours. Ideal with sausages and cured meats.

**BOTTLE:** 75cl

**ABV:** 0.5%

**CODE:** 26528

**COUNTRY:** 

ABV:  
0.5%





## Echo Falls

Echo Falls is aimed unashamedly at the younger female consumers, those who are new to wine and appreciate fruit-led, fun wines. Launched in 2015, their Sparkling Infusion offers 'guilt-free bubbles'! It's made from fermented white grape juice but the process does not allow alcohol to develop – so not a wine on paper. The liquid is then infused with tea, adding structure and tannin to produce a wine alternative with light aromas and a delicate palate.

### SPARKLING INFUSION

An alternative to wine that combines grape juice and tea. Sparkling Infusion is low in sugar and calories.

**PACK:** 6 x 75cl

**ABV:** 0%

**CODE:** 35275

**COUNTRY:**





# Low & No beer and cider

The first non-alcoholic beers appeared in Medieval Europe, where they were enjoyed as a safe alternative to the polluted water supply. The style was popularised in the modern age in the United States during the early 20th century; inventions of necessity at the time as prohibition laws came into effect. Low and no alcohol beer starts life as its full strength brother before the alcohol is evaporated off; this takes place inside a vacuum to retain flavour. Alternatively, beer is passed through a fine filter and then distilled to remove the alcohol. The resultant liquid is then mixed with water and carbonated when packaged. In both processes the purpose is to retain all the flavour of the original brew while reducing or removing the alcohol to the level required.

## Erdinger

Based in Erding, Erdinger is an historic Bavarian brewery. Famed around the world for their weißbiers, the team keep many classic brewing traditions alive.

### ALKOHOLFREI

Carries a pure wheat beer taste with an alcohol content of less than 0.5%, remaining bold and impressively creamy.

**PACK:** 12 x 500ml

**ABV:** 0.5%

**CODE:** 29471

**COUNTRY:** 



## Krombacher

Brewed exclusively in the German town of Krombach using 100% natural ingredients, Krombacher combine German craftsmanship, modern tech and real passion.

### LOW ALCOHOL PILS

Aromatic, flavoursome and slightly bitter. The typical pilsner taste exudes from this golden 0.5% beer.

**PACK:** 24 x 330ml

**ABV:** 0.5%

**CODE:** 29344

**COUNTRY:** 

## Brewdog

The 'punks' of the beer world, Brewdog burst on to the scene in 2007. The Elton based brewer has since grown into a craft beer juggernaut that's never afraid to try something new.

### NANNY STATE

A 0.5% ABV hoppy ale that proves low-alcohol beer drinkers don't need to compromise.

**PACK:** 24 x 330ml

**ABV:** 0.5%

**CODE:** 29417

**COUNTRY:** 



## Budvar

Continuing a long history of brewing in the Czech town of Budweis and incorporated in 1895, Budvar is best known for its pale Czech lagers. All beers are brewed with Czech ingredients.

### B: FREE

A vegan friendly non-alcoholic lager imported from the Czech Republic. It's a pale lager in style, with a sweet malt palate and a hint of bitterness.

**PACK:** 24 x 330ml

**ABV:** 0.5%

**CODE:** 36076

**COUNTRY:** 

## Vedett

The name of this non-conformist Belgian brewer translates to 'star'. Vedett make fans the stars by featuring images of customers on the back of their bottles.

### SESSION IPA

An easy drinking sessionable IPA with just 2.7% ABV. Slightly sour with a bitter aftertaste, this beer is perfect for those enjoying a laid back January.

PACK: 24 x 330ml

ABV: 2.7%

CODE: 36622

COUNTRY: 

## Stowford Press

Part of the Westons Cider family, Stowford Press is a Hereford cider brand that combines century-old traditions with a flavour designed to appeal to more modern tastes.

### LOW-ALCOHOL CIDER

All the full flavour of a Hereford cider, but with only 0.5% alcohol. A deliciously appley taste that's suitable for veggies, vegans and coeliacs.

PACK: 12 x 330ml

ABV: 0.5%

CODE: 34854

COUNTRY: 



## Also available



### BUDWESIER PROHIBITION

PACK: 24 x 330ml

ABV: 0%

CODE: 35355

COUNTRY: 



### FREE DAMM

PACK: 24 x 250ml

ABV: 0%

CODE: 31001

COUNTRY: 



### INNIS & NONE

PACK: 24 x 330ml

ABV: 0%

CODE: 34066

COUNTRY: 



### COBRA ZERO

PACK: 24 x 330ml

ABV: 0%

CODE: 26044

COUNTRY: 



### 0.0 ESTRELLA GALICIA

PACK: 24 x 250ml

ABV: 0%

CODE: 33801

COUNTRY: 



### KALIBER

PACK: 24 x 330ml

ABV: 0.1%

CODE: 14785

COUNTRY: 



### HEINEKEN 0.0

PACK: 24 x 330ml

ABV: 0.5%

CODE: 34421

COUNTRY: 



### BECKS BLUE

PACK: 24 x 275ml

ABV: 0.5%

CODE: 18202

COUNTRY: 



### CARLSBERG ZERO

PACK: 24 x 275ml

ABV: 0.5%

CODE: 31449

COUNTRY: 



### PERONI LIBERA

PACK: 24 x 330ml

ABV: 0%

CODE: TBC

COUNTRY: 



### KOPPARBERG MIXED FRUITS ALCOHOL-FREE

PACK: 8 x 500ml

ABV: 0%

CODE: 29463

COUNTRY: 



### KOPPARBERG S'BERRY & LIME ALCOHOL-FREE

PACK: 4 x 330ml

ABV: 0%

CODE: 29464

COUNTRY: 

# Low & No spirits

Creating a spirit first involves fermenting the raw ingredients into a wash of about 10% ABV. Once distilled the concentration of alcohol in the liquid moves up towards 60-90% ABV, this is then diluted to bottling strength with demineralised water. When it comes to distilled non-alcoholic drinks, there is no fermentation and thus no alcohol is ever created or concentrated. Botanicals and other ingredients are distilled and the resultant liquid is then blended or flavoured further. Alternatively, botanicals are steeped in alcohol and distilled to capture their essence; the alcohol is then evaporated off. The aim in many cases is to mimic the flavour of popular spirits, but there is an increasing air of experimentation in the flavours used. The naming conventions have yet to be worked out fully, but by definition, if distilled, these are spirits – but just not in the most used sense of the word!



## Ceder's

Ceder's combines Swedish style and perfection with the wild and rare nature of South Africa. It's produced in Sweden, under the eyes of founders Maria and Craig. The pair came up with the idea for Ceder's while travelling in South Africa and stumbling across a botanical filled valley in the Cederberg Mountains of the Western Cape. After distillation, the liquid is blended with pristine Swedish water to create a refreshing take on the classic gin taste.

### CLASSIC

This distilled non-alcoholic 'alt-gin' is made with gin and exotic South African botanicals. Delicious with tonic.

**BOTTLE:** 50cl

**ABV:** 0.4%

**CODE:** 37019

**COUNTRY:** 



## Gordon's

Gordon's is the world's best-selling gin. Founded in 1769 by Alexander Gordon, the company's first distillery was in Southwark, London. At the time the reputation of gin was as the spirit of depravity, Gordon's helped change this with their commitment to quality. This same commitment is what has helped the brand survive gin falling from favour during the late 20th century, and allowed it to keep hold of its place at the top of the market during the current gin boom.

### ULTRA-LOW ALCOHOL GIN & TONIC

The classic Gordon's blended with natural fruit extracts and botanicals to create the taste of a G&T under 0.5% ABV.

**PACK:** 12 x 250ml

**ABV:** 0.5%

**CODE:** 36611 (Grapefruit)

36612 (Lime)

**COUNTRY:** 



# Also available



## SEEDLIP GARDEN 108

PACK: 6 x 70cl

ABV: 0%

CODE: 33942

COUNTRY:



## SEEDLIP SPICE 94

PACK: 6 x 70cl

ABV: 0%

CODE: 34087

COUNTRY:



## SEEDLIP GROVE 42

PACK: 6 x 70cl

ABV: 0%

CODE: 37054

COUNTRY:

# fomo

We've all felt it, that all-consuming feeling that friends are having the time of their lives and you're not there to be a part of it. Your friends are going to talk about their night out for years to come and you're going to be forever excluded. It's perhaps no surprise then that FOMO, the fear of missing out, is a key driver in the low and no alcohol space. Consumers do not want to stand out, or miss out, just because they are not drinking. Ensuring you have a selection of serves that allow for these guests to feel included makes good business sense. As with all dietary restrictions, it's typically those with the strictest requirements that get the casting vote on where to go. If avoiders or moderators do not feel as if they can enjoy themselves in your outlet, they may well choose to veto the decision and take the whole group somewhere else.



Low  
& No

# cocktails 'the shim'

Moderators, those that make efforts to limit their drinking make up 10% of the UK population. Interestingly, they drink a slightly higher proportion of spirit serves than the UK average. Low-alcohol spirit options have started to creep onto drinks lists in the form of cobblers and numerous variations of the spritz-style serve. While vermouth and bitter styles of Italian Aperitivo have finally caught on here in the UK – drank prior to eating, these drinks are a great way of getting those taste buds working for you. People have also discovered that drinking a 50ml measure of a 20% ABV product, mixed with 150ml of a mixer not only works from a calorie point of view, but the amount of alcohol consumed has been reduced to 5% ABV. Compare that to a 50ml vodka and tonic which comes out at 10% ABV! These drinks, in which sherry, vermouth or a liqueur is used in place of full-strength spirit, are often called a 'Shim' serve.

## Chambord

A delicious premium cocktail liqueur that sees raspberries married with fine French XO cognac.

BOTTLE: 70ml ABV: 16.5%  
CODE: 20472 COUNTRY:

### CHAMBORD & SODA SPRITZ

50ml Chambord  
200ml Soda

Fill a wine glass with ice, add Chambord and top with soda. Garnish with a raspberry.

SERVE ABV:  
**3.3%**



## St-Germain

A unique and premium elderflower liqueur. Made in a slow, charming inefficient way, utilising age-old French techniques.

BOTTLE: 70ml ABV: 20%  
CODE: 22497 COUNTRY:

### ST-GERMAIN SPRITZ

100ml Champagne  
50ml St-Germain  
175ml Soda

Pour St-Germain over ice in a Collins glass. Top with soda and Champagne, stir gently and garnish with lemon.

SERVE ABV:  
**6.7%**



## Martini

### RISERVA RUBINO

A delicious vermouth that has a fresh light-bitter, floral-herbal character with just a touch of honey in the finish.

BOTTLE: 75ml ABV: 20%  
CODE: 33689 COUNTRY:

### MARTINI COBBLER

50ml Martini Rubino  
10ml Maraschino Liqueur  
10ml Honey Syrup  
**2 generous slices each of Orange, Pineapple and Lemon.**  
(Approx. 40ml of juice each)

Muddle all fruit in a shaker. Add ice and the liquid. Shake and strain into an ice filled Collins glass.

SERVE ABV:  
**6.6%**



## Lillet Blanc

The only aperitif from Bordeaux. A subtle blend of wine and fruit infusions, created using methods passed down since the 19th century.

BOTTLE: 75ml ABV: 17%  
CODE: 25953 COUNTRY:

### L'APERITIF

50ml Lillet Blanc  
5ml Benedictine  
125ml Soda  
**2 dashes of Orange Bitters**

In a large glass, add Lillet Blanc, bitters and Benedictine. Add ice and stir. Top with soda and garnish with grapefruit.

SERVE ABV:  
**6.2%**

## Belsazar

### VERMOUTH ROSÉ

Made with a Pinot Noir Rosé wine, a new development to the world of Vermouth. A great fresh and light base to a cocktail.

**BOTTLE:** 75cl    **ABV:** 17.5%  
**CODE:** 34553    **COUNTRY:** 

### ALTERNATIVE ROSÉ & TONIC

**50ml** Belsazar Vermouth Rosé  
**125ml** Tonic Water

Pour Belsazar Vermouth Rosé over ice and top with tonic. Garnish with a grapefruit wedge.



## Marie Brizard

### AMARETTO LIQUEUR

A liqueur of subtlety and smoothness thanks to the delicacy of bitter almond flavours and roundness of toasted aromatic notes.

**BOTTLE:** 70ml    **ABV:** 25%  
**CODE:** 33363    **COUNTRY:** 

### MARIE HOT TOFFEE

**25ml** Marie Brizard Amaretto Liqueur  
**75ml** Caramel Tea Whipped Cream

Add the Amaretto to a glass and pour over freshly brewed caramel tea. Stir for a minute or so and then top with whipped cream. Garnish with some grated almond and nutmeg.

### ANISSETTE LIQUEUR

Anisette is made using a unique and unchanged secret recipe, that combines 11 carefully selected plants and spices.

**BOTTLE:** 70ml    **ABV:** 25%  
**CODE:** 33309    **COUNTRY:** 

### MARIE ZEST

**25ml** Marie Brizard Anisette Liqueur  
**25ml** Lime Juice  
**75ml** Tonic Water

Add ingredients to an ice-filled glass and stir. Garnish with a stick of cucumber and finish with cracked black pepper.



# Low & No

## mocktails

No longer sickly sweet drinks loaded with juice and sugar, mocktails are being transformed into well-rounded, stylish beverages that have appeal beyond just alcohol avoiders. Kombucha, shrubs and flavoured teas are all finding their way into mocktails, increasingly taking the place of syrups as the spirit stand-in. Mocktails done right demand a higher price tag other non-alcoholic serves and offer the same profit margin potential as cocktails. For example, you could offer a 'Virgin Mary' at £1 or so less, and still make the same amount of cash profit you'd make on a Bloody Mary. Modern mocktails are much closer to their alcoholic counterparts and should be sold as such. To take full advantage, treat your mocktails the same way you treat your other drinks... have them on your list, on your blackboards and included in your promotions!



# Frobishers

## PINEAPPLE JUICE

A pure pineapple juice, sweet and fragrant with less acidity and fibrous pulp than you might find in other juices.

**PACK:** 24 x 250ml    **ABV:** 0%  
**CODE:** 14961    **COUNTRY:**

## SALTY HAWAIIAN

**125ml** Frobishers Pineapple Juice  
**75ml** Tonic Water  
**10ml** Lemon Juice  
Sea Salt

Rim the glass with sea salt and fill with ice. Add pineapple juice, tonic water. Stir and then garnish with a mint sprig and a fresh wedge of pineapple.

## TOMATO JUICE

Thick and smooth, Frobishers Tomato Juice is seriously good served straight, but even better spiced up for an out-of-this-world Virgin Mary mocktail.

**PACK:** 24 x 250ml    **ABV:** 0%  
**CODE:** 32483    **COUNTRY:**

## VIRGIN MARY

**125ml** Frobishers Tomato Juice  
**2-3 dashes of** Worcestershire Sauce  
**2-3 dashes of** Tabasco  
**15ml** Lemon Juice

Shake tomato juice, tabasco, Worcestershire sauce and lemon juice together. Strain over ice and garnish with salt, pepper, a stick of celery and a slice of lemon.



## MANGO JUICE

Smooth and rich, this juice is made from Indian Alphonso mangos picked from branches that tower up to 25ft above the plantation floor.

**PACK:** 24 x 250ml    **ABV:** 0%  
**CODE:** 20042    **COUNTRY:**

## MANGO MULE

**125ml** Frobishers Mango Juice  
**75ml** Ginger Beer  
**½ Lime**

Muddle half a lime in a shaker, fill with ice and pour in Frobishers Mango Juice. Shake and strain into an ice filled glass before topping with ginger beer. Garnish with lime.

## CRANBERRY JUICE

Crisp and sharp, Frobishers Cranberry has the dry, tangy bite that is the signature of the North American autumn cranberry crop.

**PACK:** 24 x 250ml    **ABV:** 0%  
**CODE:** 14959    **COUNTRY:**

## CRANBERRY CABOOSE

**125ml** Frobishers Cranberry Juice  
**75ml** Lemonade  
**1 tsp** Grenadine  
**½ Lime**

Muddle half a lime in a glass. Add ice and pour in Frobishers Cranberry Juice. Top with Lemonade and stir. Drizzle grenadine and garnish with lemon and lime.



## Marie Brizard

### ELDERFLOWER SYRUP

Made with pure cane sugar and rigorously selected natural extracts of elderflower, Marie Brizard Elderflower is delicate and refined.

BOTTLE: 70ml  
CODE: 33201

ABV: 0%  
COUNTRY:

### ELDERFLOWER COLLINS

50ml Marie Brizard Elderflower Syrup  
12.5ml Lemon Juice  
50ml Soda

Combine the elderflower syrup and lemon juice in an ice filled Collins glass. Top with soda and garnish with a lime wedge.

### CASSIS SYRUP

Using no preservatives and no added colouring allows the true taste of blackcurrant to burst through in this syrup.

BOTTLE: 70ml  
CODE: 26418

ABV: 0%  
COUNTRY:

### BLACKCURRANT SMASH

25ml Marie Brizard Cassis Syrup  
4-6 Mint Leaves  
12.5ml Lime Juice  
100ml Cranberry Juice  
75ml Soda Water

In an iced-filled Collins glass, add the syrup, mint, lime and cranberry juice. Stir well and top with soda. Garnish with blackcurrants



## Fentimans

### GINGER BEER

A strong, fiery ginger beer with a fullness of flavour and warmth from the infusion of pure Chinese ginger root.

PACK: 12 x 275ml  
CODE: 21321

ABV: 0%  
COUNTRY:

### BLACKBERRY RUSH

200ml Fentimans Ginger Beer  
4-5 Fresh Blackberries  
12.5ml Lime Juice  
1 Tsp Honey  
4-5 Mint Leaves

Muddle the blackberries in a Boston glass, add the honey and lime juice. Shake and strain over ice, add the mint, stir and top with ginger beer.

### ROSE LEMONADE

A crisp, sharp and delicate balance of flavours combining the sweetness of pear with the sharpness of lemon - infused with a pure rose oil.

PACK: 12 x 275ml  
CODE: 23864

ABV: 0%  
COUNTRY:

### BOTANISTS CORNER

200ml Fentimans Rose Lemonade  
4 slices of Cucumber  
12.5ml Lime Juice  
1 tsp Damson Jam  
½ tsp White Sugar

Muddle the cucumber in a Boston glass, add the sugar, jam and lime juice. Shake and strain over ice and top with rose lemonade.



# Appletiser

Lightly carbonated and made with 100% fruit juice, Appletiser has been refreshing people in Great Britain for over 30 years.

PACK: 24 x 275ml ABV: 0%  
CODE: 15214 COUNTRY:

## APP-PASH

15ml Passion Fruit Syrup  
20ml Lime Juice  
10ml Honey  
5ml Grenadine  
6-8 Mint Leaves  
175ml Appletiser

Place all ingredients, excluding Appletiser, into a cocktail shaker with ice. Shake and strain into a tall glass over ice and top with Appletiser.



# Fever-Tree

## ELDERFLOWER TONIC

English elderflowers are blended with quinine to create a delicious, floral variation of the classic Indian tonic water.

PACK: 24 x 200ml ABV: 0%  
CODE: 28974 COUNTRY:

## TWISTED TONIC

200ml Fever-Tree Elderflower Tonic  
**4-5 dashes** of Cucumber Bitters

Pour a bottle of Fever-Tree Elderflower Tonic over ice and add some dashes of cucumber bitters. Garnish with fresh cucumber.

## MEDITERRANEAN TONIC

With less quinine than the classic tonic, but with the addition of rosemary and lemon thyme. The result is a lighter, more fragrant tonic.

PACK: 24 x 200ml ABV: 0%  
CODE: 29828 COUNTRY:

## MEDITERRANEAN & CEDER'S

200ml Fever-Tree Mediterranean Tonic  
50ml Cedar's Classic

Pour Cedar's Classic over ice and top with Mediterranean tonic. Garnish with a lemon wedge and sprig of rosemary.

## GINGER BEER

Acclaimed by gastronomes and critics alike, Fever-Tree brew a blend of three gingers from Nigeria, India and the Ivory Coast, to create this ginger beer.

PACK: 24 x 200ml ABV: 0%  
CODE: 23851 COUNTRY:

## GINGER AND ORANGE

200ml Fever-Tree Ginger Beer  
**4-5 dashes** of Orange Bitters

Pour a bottle of Fever-Tree Ginger Beer over ice and add some dashes of orange bitters. Garnish with orange peel.



# Design Studio

**As part of our added value, we offer a menu design and print service. The menu is an important tool for any outlet communicating products to the consumer. On average, a menu is read for 109 seconds before a decision is made.**

**At Matthew Clark, we create and engineer menus every day using a variety of techniques that cover four areas: psychology, marketing & strategy, price and graphic design.**

These areas have a number of techniques that can be used depending on the menu type. An example of psychology would be highlighting more profitable products to draw the consumers attention and raise the likelihood of it being purchased.

For marketing & strategy, we would match drinks with nibbles or food for a possible up-sell opportunity or use more personal language such as 'the bartenders' favourite' for recommendations; this gives the consumer confidence when ordering their drink.

Then we have price; this is geared around advertising products or promotions with multiple serve options such as 'double up for an extra £1' or '2-4-1'. The promotion of 'great serves' can lead to improved profits quickly.

Lastly, we have graphic design which is the overall format and size of the menu, the colour scheme, the theme etc. It needs to fit in with your outlet style, be designed well and easy to read so the consumer can navigate how you want them to - comfortably!

## Premium Soft Drinks

It's not just low and no alcohol products in boom. **Premium Soft Drinks are in 75% growth.** Why not check out our range and maximise your profits? Visit [www.matthewclark.co.uk/premiumsofts](http://www.matthewclark.co.uk/premiumsofts) to download our brochure.



