

“BE EVER FREE”



BEVERFREE

PREMIUM  
NON-ALCOHOLIC BEVERAGES  
INTRODUCTION



# OPPORTUNITY: RAPIDLY GROWING CATEGORY



- IWSR Drinks Market Analysis expects non-alcoholic beverages to grow by a compound annual growth rate (CAGR) of 11% on average over the next five years
- The no-alcohol share of the total beverage alcohol market is expected to grow to nearly 4% to 2027
- Within the 10 key markets analysed by the IWSR, the no-alcohol category has a split of: 15% on-trade, 70% off-trade and 15% e-commerce

## Reasons for non-alcohol growing consumption:

- Consumers are open to new experiences
- Interest in health and wellness is growing
- There's more choice of drinks with no alcohol content
- Demand for no-alcohol products is particularly strong among younger legal age cohorts
- Legal aged Gen Zs are more likely to fall into the Substituters group than Abstainers
- Consumers are becoming increasingly occasion focused rather than category focused



# BEVERFREE NON-ALCOHOLIC BOTANICAL BEVERAGE



This unique drink is incredible, embodies the essence of classic gin, with unique lavender and citrus flavours.

Flavour profile: strong juniper flavor with lavender and citrus. Elegant slightly warming effect, like drinking alcohol with a dry aftertaste.

## **Perfect for Non-Alcoholic Gin & Tonic!**

Less than 0.05% vol.

Volume: 70cl

6 bottles/case

Size of the case: 30cmx20cmx22cm

Number of cases per pallet 80x120: 64 cases



# BEVERFREE NON-ALCOHOLIC AGAVE BLANCO BEVERAGE



This unique drink is created to capture the essence of the agave spirit, with different and complex flavors.

**Flavour profile:** rich, the expressions of the roasted agave give a pleasant, smoky, sweet and gently burning finish.

**Perfect for Non-Alcoholic Margarita and Tequila Sunrise Cocktails!**

Less than 0.05% vol.

Volume: 70cl

6 bottles/case

Size of the case: 30cmx20cmx22cm

Number of cases per pallet 80x120: 64 cases



# BEVERFREE NON-ALCOHOLIC COCKTAILS



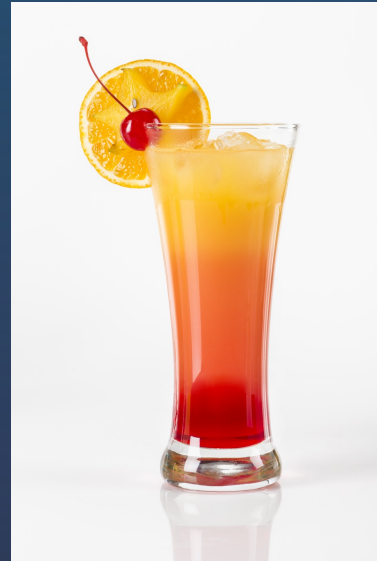
Beverfree  
Non-alcoholic  
Gin & Tonic



Beverfree  
Non-alcoholic  
Gin Fizz



Beverfree  
Non-alcoholic  
Gimlet



Beverfree  
Non-alcoholic  
Tequila Sunrise



Beverfree  
Non-alcoholic  
Margarita



Beverfree  
Non-alcoholic  
Paloma

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