

The story behind...

The Temperance Spirit

Director Gill Venning tells us how The Temperance Spirit came to life with the idea to uplift the non-alcoholic adult soft drink market, and the concept behind its first product Teetotal G'n'T



Gill, what's the story behind The Temperance Spirit?

I was working as a hotel sales consultant when I was approached by three businessmen from Yorkshire who had formulated and produced Teetotal G'n'T. Ian Ackroyd has been in the licenced trade for over 20 years, and had established early on that there was a demand for an adult soft drink alternative – one for the designated driver, with all the flavour associated with its alcoholic counterpart. Along with Ian Jowett, a former research chemist and doctor in chemistry, and Brendan Duckworth, an entrepreneur,

they decided to do something about it. They all had strong views, and agreed on what has since become the company's guiding principles: to produce a high quality drink that tastes as good as the 'real thing', using naturally sourced ingredients and botanicals, no artificial sweeteners, and keeps sugar content to a minimum. The concept was born, and the Teetotal G'n'T was launched in late 2015.

I was impressed at what had been achieved in terms of the drink itself – the taste was exceptional, and I loved its uniqueness and relevance. I eagerly joined the team and we

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began to focus on testing G'n'T directly with the public at food markets and festivals over the following months. The approval rate was over 90%, and many could not believe that G'n'T was in fact a non-alcoholic drink.

How much time did you spend on research?

About one year was spent researching the initial concept, but we see research as an ongoing process for improvement, as well as developing new flavours for future drinks.

What is the Teetotal G'n'T customer base?

Typically, the Teetotal G'n'T customer is a person who likes a drink, but for a period of time is unable to consume alcohol. This could be for a short period – they might be driving or attending a business lunch, it could be too early in the day, etc. There are also those who are unable to drink for a longer period due to medical issues, pregnancy, or health reasons.

What people love about Teetotal G'n'T is that they still feel 'part of the party' when drinking it, and that it's not full of sugar – although it is 52 calories and has 12g of sugar (all natural). Teetotal's largest single customer group is pregnant women, but it's popular with all ages, including millennials, a growing number of whom are choosing to drink less. The sales are strong across the UK, but Scotland and London are hotspots.

How do you see the non-alcoholic drink market developing?

I think it will probably continue to be the

fastest growing area of on-trade drinks sales in the UK, and this could also be the case for retail outlets looking to tap into the 'adult-style' soft drink market, which our customers complain is currently very limited.

Who designed the packaging?

The packaging was designed by a small creative company based near Skipton, absolute2 Design Consultants Ltd. Ian went along, wanting a traditional design with a strong message of temperance. Inspiration was taken from old temperance posters and bottle labels of soda drinks such as sarsaparilla. In researching temperance, Ian came across the formidable Carry Nation, which gave us our strong character and ultimately our logo.

Are there any future expansion plans?

We're focusing on growing the G'n'T presence at the moment, and are looking into the possibility of launching another flavoured drink in the near future.

Further information

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