



e-release from The Temperance Spirit Company

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## **Customers are asking bars for a greater choice of non-alcoholic drinks.**

### **The Temperance Spirit Company has the answer...**

At the end of 2015, three Yorkshire businessmen joined forces to launch an innovative, new soft drink to beat the breathalyser and to meet the growing needs of the 'non-drinker' by producing a unique premium 'adult style' drink.

Today whilst bars sell a lot of soft drinks, many people are looking for a better variety and want more than the range of fizzy drinks or mixers. Bars are experiencing an increase in trade, especially during the daytime, from customers who want something alternative to a pint of lager or glass of wine. On average, 30% of people go to a pub and don't drink alcohol so if you can offer something that your local competitors aren't, you are sure to cash in on the high demand. If you want to capitalise on the masses who are looking for something non-alcoholic, but are bored of coffee and Coke, then Teetotal G'n'T, made by the Temperance Spirit Company is an obvious choice.

-Ends-

#### **Note to editors:**

The company's logo features the formidable Victorian temperance activist, 6'4" tall American Carrie Nation who was noted for smashing up taverns with an axe!

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