

SOFT DRINKS

The Temperance Spirit Company



We are nearly midway through 2017. With drink-driving laws at their strictest and the population as health conscious as they have ever been; there is a huge market within the on trade sector for soft drinks that you'd be foolish to ignore.

Whilst I am sure your bar sells a lot of soft drinks, there are a huge amount of people out there who are looking for better variety in hospitality venues and want more than the bog standard range of fizzy drinks or mixers. On-Trade Progress have found that a lot of bars are experiencing an increase in trade, especially during the day time, 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 that are looking for something non-alcoholic, but are bored of coffee and Coke, there are plenty of attractive products available. One of the more interesting items out there is the Teetotal G'n'T, made by the Temperance Spirit Company. G'n'T is made from natural ingredients and all of the botanicals found in a good gin & tonic, but is alcohol free. More sophisticated than a mocktail and identical in taste to its alcoholic counter-

part, G'n'T could be the innovative beverage that has customers returning to your bar again and again. Non-alcoholic recreations of alcoholic favourites allow non-drinkers to feel part of the social situation and are perfect for weddings, parties and events. This unique product, developed by former research chemist and doctor of chemistry Ian Jowett, fills the looming adult-soft-drink shaped gap in the market which even caters to the health obsessed hipsters (G'n'T only uses all-natural, high quality ingredients). Ian says: "Firstly, we tried to distil the alcohol from gin but that didn't work and we had to go back to the drawing board. Eventually, after a lot of trial and error, we came up with the correct mix of botanicals to replicate the taste of gin to everyone's satisfaction while keeping down the sugar content and the calorie count to just 52kcal per drink. Getting the fizz just right was also crucial."

Gin & tonic is the perfect summer drink, so serving a non-alcoholic version means that you can capitalise on all of the designated drivers and customers avoiding alcohol, in search of that highly



sought after summer body. G'n'T should be served like a gin cocktail, in a large glass and garnished with a wedge of lemon, lime or cucumber.

If you needed any further motivation to look for new, alcohol-free products to offer your customers, a survey commissioned by QHotels earlier this year, in conjunction with dry January, showed that nearly a third of people would go "dry" more often if there was a wider choice of non-alcoholic drinks. Over 55% of respondents said they didn't think bars and pubs promoted their range of non-alcoholic drinks sufficiently with over 25% stating that they find it difficult knowing what to order at a bar when they're not drinking alcohol. You owe it to your business to consider stocking a wider range of soft drinks, and G'n'T is the perfect place to start.

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