

The freshest no & low trends for 2022

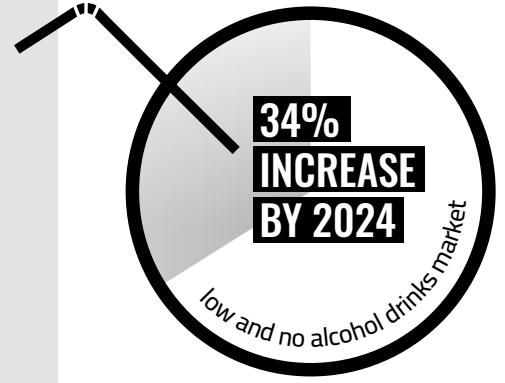
Drinks sans ABV are hot for 2022. What's more they're as varied, vibrant and diverse as fashion on the catwalk. This year, it's all about drinking with a conscience and since the pandemic, we're seeking a dose of nostalgia to boot. Unsurprisingly, being environmentally aware is the central garnish.



LOW AND NO IS SOARING

It's official. The low and no alcohol drinks market is predicted to soar by 34 per cent by 2024, according to IWSR data.

Over half of those consuming low or no glasses choose to switch between alcoholic and low/no alcohol drinks on the same occasion, according to IWSR. So how will we be enjoying this flexitarian approach to imbibing in 2022?



HOTTEST INGREDIENTS?

THE THREE Fs - FLORA, FAUNA ...



Whether it's an artichoke leaf mixer or a pu'er tea soda, we're hitting on flora and fauna like never before.

"Fresh herbs – mint – rosemary – nettle – peas are exciting ingredients coming into the no-lo market," according to Christie Knight, No & Low Alcohol Brand Ambassador at Diageo. It's no easy feat making complex drinks without alcohol, says Knight who is, "constantly inspired by the non-alcoholic producers extracting incredible depth of flavour without using alcohol." Alongside herbs, equally hitting headlines are leafy mixers. From artichoke leaf to bergamot and pu'er, foliage is here with a capital F. Of course, the now Diageo-owned Seedlip kickstarted this with its Seedlip Garden 108, a floral blend of hay and peas with an aromatic base of rosemary, spearmint and thyme.



... AND FORAGING



Foraged for ingredients are finding their way into the aisle and bar menus too.

Look no further than world renowned drinks whisperers Marcis Dzelzainis and Luke McFayden. Creating a frisson among consumers is their debut, Pine Forest soda. Unheard of until 2021, they've collaborated with a sustainable foraging company, who harvest heady douglas fir and scots pine. As Ben Branson, founder of Seedlip puts it.

"There are 40,000 edible plants across the world, there is so much potential."



?
what's most delectable?

TWISTS ON THE CLASSICS

As 2022 is the year of flexing, it won't be just "no," we can go big on "low."

The top flex-ilixirs? Spins on classics, cites Knight. "It doesn't have to be all or nothing, expect a boom in twists on the classics," says Knight. Across Britain, the conversation has changed from why aren't you drinking to, "what's most delectable?" The answer on the bibulous catwalk is the "Lowgroni," a small measure of Gin, Æcorn bitter, Æcorn aromatic.



WHITE SPIRIT IDENTIKITS

The abstemious will be enjoying drinks that share a remarkable likeness to their alcohol infused cousins: "analogues" as described by drinks buffs.

Creating a fizz on the alcohol free spirits scene is Tanqueray 0.0% Alcohol Free and Gordon's 0.0% Alcohol Free. Tanqueray 0.0% has stirred up incredulity among Brits for its similar quality experience to Tanqueray London Dry gin.

Science and innovation have been key drivers. Tanqueray's zero version is crafted from the same distilled botanicals - piney juniper, peppery coriander, aromatic angelica and sweet liquorice - as London Dry by individually immersing each one in water, then heating and distilling, before finally being blended together. Likewise, renowned Italian mixologist Simone Caporale, formerly of Artesian at The Langham, has made waves, creating a non alcoholic spirit that mimics alcohol in both flavour and texture. The pioneering Zeo has two hit editions - Botanical Dry and Spiced Oak, which bartenders claim you wouldn't distinguish from a classic spirit.



OUR TASTES ARE CHANGING...

WE WANT BITTER, SPICE AND ALL THINGS NICE

The British palate is maturing.

Bitter, complex and more grown up flavours are here. Expect more savoury flavours in the no alcohol drinks market. "It freshens the palate, adds depth," explains Rob Simpson, drinks expert and former Clove Club bar chief. It's already going mainstream in bars. Up in Leeds, spotlighting this is Vice & Virtue's Temperance Sour. Made of pineapple, it's balanced harmoniously with lemon, vanilla and piquant pink peppercorns. Back in consumer land, flavour explorers Nonsuch shrubs in Suffolk, use an intricate blend of herbs, fruits, and apple cider vinegar to develop syrups such as bittersweet apple and cardamom, and pineapple and ginger. Will it take off in the supermarkets? Watch the gentle shift begin.





ABSTEMIOUS MILLENNIALS HAVE HIGHEST EXPECTATIONS

Formerly of the Savoy, mixologist, drinks writer and authority Anna Sebastian suggests millennials (25 - 40 year olds) are the most discerning generation yet.

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“They will pay extra for a drink they know has been made carefully and conscientiously, whether that’s reducing food waste, carbon footprint or making recyclable packaging. Sustainability is huge among this group.”

Sebastian continues, “Also, transparency in our drinks will be big. We want to know all the ingredients.”



WE’LL BE WHETTING THE WHISTLE WITH TINS

No alcohol is swiftly riding on the pre prepared cocktail bandwagon.

Where the new Gordon’s 0.0% Alcohol Free Spirit & Tonic pre-mixed can, launched in 2021, others follow. It’s been flying off the shelves in its inaugural year.

Another range whizzing into shopping baskets is Seedlip’s “RDT” (ready to drink) trio. The range consists of Seedlip Grove 42 & Lemongrass Tonic, Seedlip Spice 94 & Grapefruit tonic and Garden 108 & Cucumber Tonic.



HAPPY WITH HOPS. THE ONES TO WATCH

Catching the industry’s collective attention is Cloudwater brewery which takes delicious ingredients and flavour combinations from the brewery and makes low calorie sodas with all the flavour of craft, but none of the alcohol.

The green tea edition is made from Simcoe hops. But it’s the Mango sour, a refreshing sour infusion of mango and cumin seeds, with the tropical, fruity flavour profile of Citra hops., that’s a hit in restaurants. “It’s effervescent, light on the palate and there’s a bitter hit from the the hops,” says Simpson. Meanwhile, Big Drop Brewing Co, an enterprise, makes award winning great beer, which just so happens to be alcohol-free. Particularly pioneering is their citra IPA and alc-free Pine Trail pale ale.



APERITI-NO IS THE NEW APERITIVO

1. From the widely used www.greatbritishchefs.com's non alcoholic spritz recipe for home drinkers, to aperitivo sans alcohol hitting the top spot in bars, "Aperiti-nos" are burgeoning. 2022's ones to watch include the likes of [High Point](#) in Cornwall making beguiling fermented digestifs and [Tuscan Tree](#), a tippie infused with blood orange in a copper still, developed by Carl Stephenson, founder of the Bloomsbury Club.
2. Correspondingly, using a combo of Pinot Noir, Meunier and Chardonnay grapes with some choice botanicals, Æcorn is ascending like Seedlip did hitherto. Changing how we drink before our meal, the bottle is inspired by the European aperitif tradition.



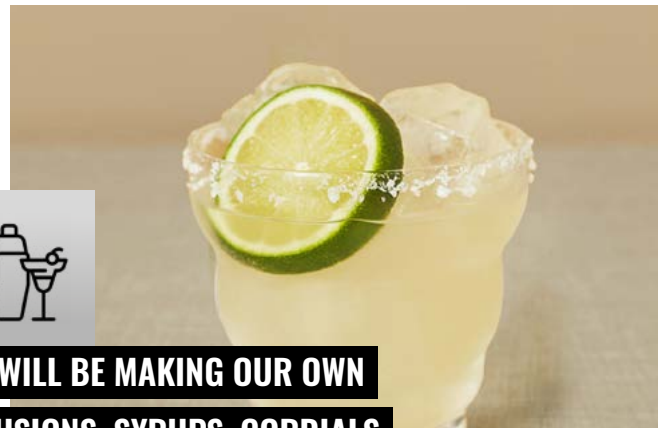
Sour riffing cocktail syrups are expected to register the fastest annual average revenue growth of...



WELCOME NON ALC APERITIF MENUS TOO

The no alc set are making a b-line for Tayer + Elementary for its aperitivo hour sans alcohol.

After two years of experimenting with the "I'm not drinking series," offerings might include creations like Everleaf, the acetous enlivening non-alcoholic aperitif, Paragon White Penja Pepper cordial and Mandarin syrup. The menu is ever-changing so expect new thrillers for 2022.



WE WILL BE MAKING OUR OWN INFUSIONS, SYRUPS, CORDIALS

We can't get enough of "back to nature" syrups, made from natural ingredients, according to marketing platform Grand View Research, which credit DIYers for the popularity.

Sour riffing cocktail syrups are expected to register the fastest annual average revenue growth of 5.2 per cent from 2021 to 2028.

Knight agrees. But it's not only syrups, "at home, 2022 will see interest in making own-infusions and cordials." Why so? Seedlip's Ben Branson attributes habit change. "People have changed how they drink at home since the pandemic. There are new rituals. It's not that everyone wants to shake a martini on a Monday night but yes, people want a nicer experience. The divide between a great bar and drinks at home has got just that bit closer."

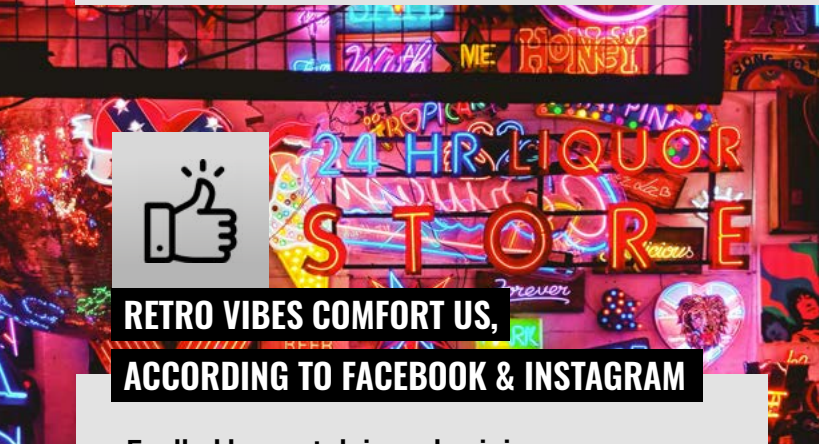


**MOVE OVER HARD PAIRING,
MEET SOFT PAIRING IN FINE DINING**

The future of imbibing in restaurants is soft pairing.

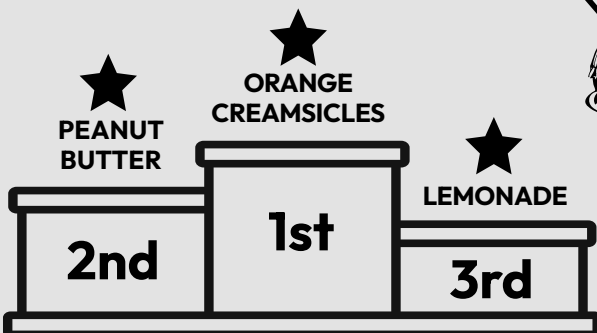
Not only does it make business sense, it means the punter enjoys as good as experience as his or her alcohol drinking companion. Leading the charge is Chef Edoardo Pellicano at Maos2.0. Sixteen guests each evening can enjoy a soft pairing with his superlative food featuring “live” juices based on bacterial cultures, from Mexican tibicos grains to tea mushroom cultures from China. Equally, trail

blazing is Rob Simpson, who has worked years at The Clove Club. Ahead of the curve five years ago he introduced soft pairings. Of saporous creations such as brewing green teas and other trims to marry with raw fish, he explains, “We started it as it didn’t make sense some people were getting two thirds of the experience then a Coke or water. The food is a third, service is a third, but what about the drinks?”

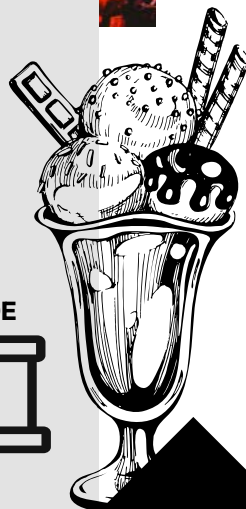


**RETRO VIBES COMFORT US,
ACCORDING TO FACEBOOK & INSTAGRAM**

Fuelled by nostalgia and gaining millions of likes on social media is...



Meanwhile, Waitrose reports similar observations with nostalgic drinks, flavours and desserts on the up. Their Knickerbocker glory recipe searches on waitrose.com are up 171%, according to their 2021-2022 report.



171%



GUINNESS DRAUGHT 0.0

Who knew alcohol free stout was going to be immense for 2022?

Thanks to Guinness, which launched its legendary stout sans ABV in the autumn, it’s climbing the runway. Causing a thrill among those in the, “I want a non alc drink that tastes like my alc equivalent,” camp, punters say the tin nearly passes for their usual Guinness.





FLAVOURS COMING IN...

TROPICAL IS ON THE UP - PINEAPPLE AND MANGO LEAD THE CHARGE



Breathing zest and zing into our glasses are sweet and tart tropical fruits.

Cue the playful Yakult Float at legendary Bao in Soho, made with pineapple soda and a Yakult foam.

The Mexican Mangonada, a dance of mango and tamarind, is also storming bars, while Natasha David of You & Me cocktails made waves mixing up a hugely popular alco-free quaff featuring Seedlip and mango for Imbibe. Whether our thirst for sunny flavours is due to a tough two years, or it's the zeitgeist for sweet and sour, there's little sign of these sunny additions abating.



THE MUSHROOM BOOM

Can mushrooms be delicious in drinks? Quite so, according to in-the-know bar creatives.

Legendary Momofuku inaugurated the use over the pond, whipping up a truffled Umami sour. Back in the Low market, the subtle earthy nuances of mushrooms has brought about the arrival of Fungtn. Founder Zoey Henderson brews low ABV IPAs and Pilsners with fungi.

Simpson, who also utilises them, explains the merits: "We've a lot of Girolle mushroom trims at the Clove Club. There's the food waste issue but also, Girolles make deliciously earthy flavours, adding complexity with seaweeds, citrus peels, dried and fresh berries. You don't want to emulate wine but the best wines and whiskies are generally complex. This give you something thought provoking."



WEST AFRICAN FLAVOUR PROFILES

From the use of piquant powders, to spices you might find in suya, west African culinary influences are broadening. This is in part thanks to fine dining influencing the drinks scene.

Mayfair's Ikoyi, which won the prestigious "one to watch" award at the latest World's 50 Best Restaurant Awards is a shining example. Alongside the avant-garde cooking is the signature no alcohol drink, an Ikoyi Chapman, made from floral tart hibiscus, passionfruit and guava. A lush red Zobo, a twinkling concoction of grape juice, tannins, strawberry and long pepper, was also introduced to punters. Over at Akoko in Fitzrovia, flying off the menu pad are orders for the fig leaf and honey aperitif and a Scotch bonnet and lemon cordial.

<https://akoko.co.uk/> <https://ikoyilondon.com/>



2022's WELLNESS RESET

THROUGH DRINKS

But since the pandemic hit, it's not just the wellness brigade who want to feel virtuous about what they ingest. It's all of us. Raise a glass to these arrivals...

SHARPENERS

Key word to use? "Adaptogenic."

From brain sharpeners like Reishi mushrooms to turmeric for the heart, drinks that serve a purpose beyond their enjoyment are nascent. Soon, cognitive-doting drinkers will be enjoying everything from guayusa to caffeine.

BLACK GARLIC SYRUP

The inky black beverage is being enjoyed on tasting menus in both meals and repast drinks.

Sticky sweet black garlic juice is traditionally fermented umami-packed garlic, it's said to be abundant in antioxidants and great for the heart.

ROOTS

Burdock root may have been used in British drinks since Medieval times but it's having its moment in the sun now.

Liz Earle, the beauty legend, has her own take on it with a burdock root spritzer over at Liz Earle wellbeing, meanwhile foraging focussed distillers like Still Wild's James Harrison-Allen in Pembrokeshire is tinkering with mugwort, marigold and burdock root for his concoctions.

<https://www.idylldrinks.com/>

Globally, the market value is estimated to be approx worth \$1.36 in 2019 and set to rise eight fold by 2026



WHY NO ALC DRINKS X DESIGNER TEAS & COFFEES IS CHIC

Innovating is the first coffee infused alcohol-free amber ale. "Leafkicker" is a collaboration of independents, Big Drop Brewing Co and Square Mile coffee.

Think Citra hops with Red Brick coffee, getting both beer nerds and coffee geeks equally hot under the colour. Where this collaboration trailblazes, more will follow.

When leading establishment Fortnum and Mason launched a chilled sparkling tea poured from a champagne bottle, it was an immediate hit with reviewers and the public. Following the debut, cold and gently fizzy tea has become a rival to wine. Equally, smoky lapsang souchong tea and mellow floral pu'er tea is being infused in alcohol free and alcoholic cocktails alike.



KOMBUCHA CONTINUES TO CONQUER AMONG THE TEMPERATE SET

Ditch the juice shots, fermented tea with microbes is still a thing and there's no sign of the trend abating.

Brews with bacterial diversity will continue to expand in 2022. Globally, the market value is estimated to be approx worth \$1.36 in 2019 and set to rise eight fold by 2026. In Cornwall's pretty town of St Ives, chef Adam Handling's new restaurant Ugly Butterfly is an example of a bar indulging in the tea scene. There you'll find bartender Josh Linfitt shaking up signatures such as Tea First, a panoply of almond, tea and mint soda and berry essence.

<https://www.uglybutterfly.co.uk/>

