

Zero-Proof Cocktail Guide

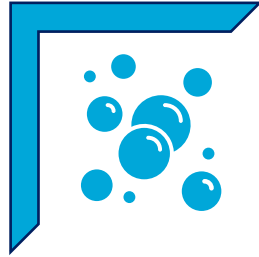


KEY COMPONENTS TO PERFECTING A ZERO-PROOF COCKTAIL



BALANCE IS KING

Without the presence of alcohol, other ingredients will have a larger role in the drink. A good N/A cocktail needs to have balanced acidity & body.



CARBONATION IS YOUR FRIEND

A splash of soda or another sparkling element helps out more tart & sweet flavors. When limited, consider riffing off refreshing classics.



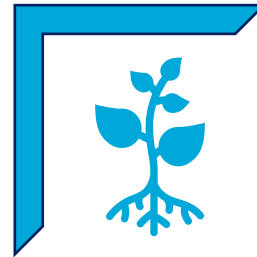
THINK LIKE A CHEF

Tap into chef-driven techniques, clarifying, infusing, picking. Modern techniques & equipment could be utilized to offer guests a non-alc, delicious alternative.



CHECK THE BOTTOM SHELF

Get creative with oils, shrubs, & non-alc bitters, alternative non-citrus sources of acidity offer new ways to create light, refreshing drinks.



BALANCE w/BITTERS & HERBS

Alcohol provides harshness that forces you to drink a little slower, zero-proof cocktails should have something to pump the brakes just the same.



GLOBAL INSPIRATION

Cultures around the world have iconic non-alc traditions like Horchata & Green Tea. Use as inspiration for non-alc drink twists.

DRY JANUARY A PERFECT TIME FOR FT TO TAKE ADVANTAGE OF “LOW/NO ABV”

THE TREND

1 IN 3 AMERICANS WANT
TO DRINK **LESS ALCOHOL**

“SOBER-CURIOUS” MOVEMENT
LED BY GEN Z + YOUNGER
MILLENNIALS

EMBRACE OF PHYSICAL &
MENTAL HEALTH BENEFITS OF
LESS ALCOHOL

EMERGENCE OF 0% ABV SPIRITS
& FUNCTIONAL BEVERAGES
DESIGNED TO BE MIXED



FEVER-TREE

HOW FT IS PERFECTLY SUITED:

CATEGORY **FLUIDITY** BETWEEN
MIXED & SOFT DRINKING
(~40% OF GB IS DRUNK SOFT!)
(250ML CANS MERCH'D IN SOFT AISLE)

LONG MIXED DRINK =
LOWEST ABV
& **FASTEST-GROWING**
LIQUOR CONSUMPTION METHOD
VS. SHORT COCKTAIL, NEAT, SHOT

INCREASED EMERGENCE OF “**ZERO
PROOF**” AND 0 ABV LISTINGS ON
COCKTAIL MENUS SUITS EXISTING ON-
PREMISE PROCESSES



- **FLAVOR PROFILE**
Juicy, zesty & spicy with top notes of refreshing blood orange balanced by bold & spicy ginger
- **AROMA**
Zesty citrus
- **PROVENANCE**
South Mount Etna, Sicily

Blood Orange GINGER BEER

Blood Orange Ginger Beer has the fiery, full-bodied taste of our Premium Ginger Beer, balanced with the subtle citrus flavor of **Italian Blood Oranges**. Not too sweet on the palate, this ginger beer was specifically crafted to pair with bourbon. We collaborated with world-class distillers to ensure we had the perfect balance of flavors to complement & elevate bourbons from the finest distilleries.

BY SUBSTITUTING CANE SUGAR FOR FRUIT SUGARS, BLOOD ORANGE GINGER BEER HAS **57% FEWER CALORIES** THAN OUR PREMIUM GINGER BEER & JUST **35 CALORIES PER 6.8OZ BOTTLE**.

INGREDIENTS: The juicy blood oranges we source are grown in a small area to the South of Mount Etna in Sicily, Italy. Mt Etna is known as the 'life blood' to locals, particularly those within citrus as the ash from eruptions enriches the soil and provides a porous bed to heighten irrigation. One of the farms we source blood oranges from are 4th generation citrus farm that has been specializing in Blood Oranges for the best part of 100 years. Mount Etna provides a unique microclimate that gives the oranges their incredible blush and makes this region of Sicily so well renowned for growing blood oranges.

PROCESS & HARVEST: Blood oranges are picked between January to May once they have developed their intense red blush.. During the day temperatures will be over 20 degrees but at night the temperatures plummet below zero degrees. When the oranges are exposed to these sub zero temperatures at night a process called 'thermic shock' happens which causes the oranges to blossom. This 'thermal shock' is essential for the creation anthocyanins – a pigment common in flowers but rare in citrus fruits. Once the fruits are ready to harvest, they are handpicked.

DID YOU KNOW?



- 🍷 There is growing consumer demand for exotic fruit profiles including **BLOOD ORANGE** – in fact vodka cocktails which reference blood orange are **up 2x** vs last year and blood orange is in the **top 15 flavors for tequila cocktails** too
- 🍷 The orange flavor segment within the mixer category is **up 160%**
- 🍷 Fever-Tree with our wide range of flavored tonics has demonstrated the value in having a range of flavored liquids to make an ever-wider range of drinks taste better – Blood Orange Ginger Beer is our first flavored ginger beer to do the same
- 🍷 Fever has the **#1** flavored ginger beer in terms of dollars, growth AND velocity across the whole market
- 🍷 Blood Orange Ginger Beer has been Fever-Tree's **most successful innovation** launch to date

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales; www.flavorproducers.com



Aurora Berry-Ealis

- 5.0oz *Fever-Tree Blood Orange Ginger Beer*
- 0.5oz *Lime Juice*
- 0.5oz *Honey Syrup*
- 1.0oz *Blackberry Puree*
- *Mint Sprig*

STEP 1: Combine & shake all ingredients, except Blood Orange Ginger Beer & strain into fresh ice.

STEP 2: Top with Fever-Tree Blood Orange Ginger Beer & garnish with mint sprig & lime wheel.

SEASON



SERVED WITH



*Fever-Tree
Blood Orange Ginger Beer*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT
UPGRADES

Whiskey & Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa

Premium CLUB SODA

Premium Club Soda is crafted with a high level of carbonation and a **touch of Scottish Sea Salt**. With a delicate aroma and the perfect balance of carbonation and sea salt, our Premium Club Soda complements and enhances the flavors of the finest spirits.

CLUB SODA is a **0 CALORIE** DRINK.

INGREDIENTS: Our sea salt is sourced from Blackthorn Salt on the west coast of Scotland, an area renowned for its purity and high mineral content. Blackthorn Salt use 100% pure west coast sea water and nothing else. The sea water is slowly trickled through the country's only graduation thorn tower whilst being evaporated by the exhilarating west coast winds. Blackthorn Scottish Sea Salt is everything a discerning palate requires – sweet, with a mouth-watering tang.

PROCESS & HARVEST:

The first stages of the Blackthorn journey are wild and solely require nature: West Coast seas and winds. Reminiscent of a Brothers Grimm fairy tale, an imposing tower of thorns sits facing the sea and the mountains of Arran. This spiky structure is incredibly effective as well as being visually impressive: it enables a significant acceleration of the evaporation process required for sea salt production. Sea water is dribbled through 54 wooden taps and a series of channels which are checked and adjusted daily according to the weather. The sea water seeps along every twig and thorn, maximizing exposure to the powerful and persistent coastal winds (and any sun that might be showing face). The emerging droplets partially evaporate, and any remaining liquid becomes a more concentrated brine. The final stage is all skill and alchemy: they take the now exceptionally salty brine, add their Salters and intricate knowledge of salt, some gentle heat and nothing else... at all.



FLAVOR PROFILE

A silky, smooth texture for pure refreshment

AROMA

It has no aroma so it can more effectively bring to life the flavors of the premium spirits it's being mixed with

PROVENANCE

Scotland

DID YOU KNOW?



- Market size **\$138m** L52 xAOC, which means 470m drink sold each year
- Fever-Tree **the biggest** premium brand (58% premium share), and Fever-Tree cans out-rotate every competitor
- Fever-Tree club soda has grown by **39%** this year, which outpaces the category by 4x
- Fever-Tree club soda is the **#1 Premium** club soda brand
- With only **3% share** of a \$138m category, there is vast opportunity for Fever-Tree to expand

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales; www.thespruceeats.com/ best club sodas



The Rosey Pom Pom

- 6.8oz *Fever-Tree Club Soda*
- 1.0oz *Pomegranate Juice*
- 0.5oz *Rosemary Simple Syrup*

STEP 1: Fill a Collins glass with ice, add pomegranate juice and Rosemary simple syrup.

STEP 2: Fill glass with Fever-Tree Club Soda & stir gently. Garnish with rosemary sprig & serve

**Rosemary simple syrup: In a small saucepan, combine 1 cup brown sugar, 1 cup water, and 6 rosemary sprigs, and cook over medium heat, stirring frequently, until the sugar has dissolved. Let cool completely, then remove the rosemary sprigs. The syrup will keep refrigerated in a sealed container for up to three weeks.*

SEASON



SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Rum, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Night at the Spritz

- 2.0oz *Fever-Tree Club Soda*
- 2.0oz *Ghia*
- *Rosemary Sprig*
- *Orange Twist*

STEP 1: Add the Ghia & Fever-Tree Club Soda into a wine or rocks glass.

STEP 2: Stir to combine. Garnish with a rosemary sprig & orange twist.

SEASON



SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT
UPGRADES

Campari

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
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Don't Call Me Shirley

- *6.0oz Fever-Tree Club Soda*
- *0.5oz Lemon Juice*
- *0.5oz Lime Juice*
- *1.0oz Grenadine*
- *Maraschino Cherries*

STEP 1: Add the lemon, lime, & grenadine into Collins glass.

STEP 2: Add ice, top with Fever-Tree Club Soda, & stir. Garnish with 2 skewered Maraschino cherries

SEASON



SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Rum, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Almond Grapefruit Fizz

- *Top with Fever-Tree Club Soda*
- *0.5oz Lime Juice*
- *0.5oz Orgeat*
- *Grapefruit/Cinnamon Cordial*
- *Cinnamon Stick*

STEP 1: Shake lime, Orgeat, & cordial.

Pour over ice.

STEP 2: Top with Fever-Tree Club Soda, & stir. Garnish cinnamon stick

GRAPEFRUIT-CINNAMON CORDIAL

In a saucepan over medium heat, combine 1 quart of grapefruit juice with 2 cups of simple syrup (1:1). Add the zest from 2 grapefruits and 3 cinnamon sticks, and simmer for 20 minutes. Let the mixture cool, then refrigerate in a sealed container for 1-2 days. Strain the mixture and bottle for use; keeps refrigerated for up to 2 months.

SEASON



SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Blackberry Lavender Soda

- *Top with Fever-Tree Club Soda*
- *1.0oz Blackberry Puree*
- *1.0oz Lavender Syrup*
- *0.5oz Half & Half*

STEP 1: Combine the blackberry puree, lavender syrup, & ice in shaker. Shake briefly, then add club soda.

STEP 2: Strain into a chilled Collins glass filled with ice. Slowly add half & half to create ombre effect. Garnish.

Lavender Syrup: In a medium bowl, combine 24 to 30 fresh lavender leaves with 2 cups of hot water; let steep for about 15 minutes. Strain through a fine-mesh sieve into an airtight container; add 2 cups of superfine sugar and stir until it dissolves. Let cool completely, then cover and refrigerate for up to 2 weeks.

SEASON



SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
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El Tropi Brew

- *Top with Fever-Tree Club Soda*
- *4.0oz Cold Brew*
- *0.75oz Lime Juice*
- *0.5oz Simple Syrup*
- *Mint Sprig*

STEP 1: In a shaker, combine all ingredients with 1 mint leaf, fill with ice, and shake.

STEP 2: Strain & pour into fresh ice. Top with Fever-Tree Club Soda & garnish with mint & dehydrated citrus wheel.

SEASON 

SERVED WITH



*Fever-Tree
Club Soda*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

N/A

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



FLAVOR PROFILE

A distinctive ginger flavor created from a blend of the world's finest gingers. Added complexity comes from supportive citrus notes. An overwhelmingly clean finish

AROMA

Warm, citrusy notes of ginger

PROVENANCE

Cochin, India
Ivory Coast
Nigeria

Premium GINGER ALE & Light GINGER ALE

Crafted using essential oils from our **signature blend of three gingers from the Ivory Coast, Nigeria and Cochin, India**. This classic Ginger Ale has an **authentic and refreshing taste and aroma**. Perfectly balanced to enhance the flavor notes of the finest whiskies, bourbons and rums, but equally as delicious on its own as a soft drink.

Light GINGER ALE IS SWEETENED WITH FRUIT SUGAR FOR **JUST 35 CALORIES PER 6.8FL.OZ. BOTTLES**.

INGREDIENTS: Ginger is grown in different countries around the world. To thrive, it needs a warm climate with the right balance of rain. We source our ginger from 3 different parts of the world & like most ingredients, the climate, the growing environment, the quality of the soil & the final processing of the ginger contributes to the final flavour. To achieve the right balance of flavour in our Ginger Ale, we need the right level of top, middle & base notes. The blend of the 3 gingers allows us to achieve this unique profile: Deep, earthy ginger from Nigeria helps create the base notes in our Ginger products. These flavours are then balanced with the bright, warming spice & zesty notes from Cochin Ginger along with the zingy lemongrass top notes that come from the ginger from the Ivory coast.

PROCESS & HARVEST: Our Premium Ginger Ale is crafted using the essential oils from our signature blend of gingers.

Cochin Ginger: The unique 'Cochin Ginger' grows exclusively in the mountainous regions in Kerala, otherwise known as "The Spice Garden of Kerala". Planted in April, the ginger rhizomes benefit from Kerala's rainy season from June-November, then the plants are left to dry & turn yellow when the rain stops. The yellow leaves are a sign that the ginger is ready for harvest in January time, when the ginger is then hand harvested and quickly loaded into sacks, essential to lock in moisture levels (oil) and the bright flavour profile. A sign of high oil content and a good quality ginger is a blue-coloured ring inside the flesh, visible when you break open the ginger.

The ginger is then transported for processing within 24-72 hours, where the processing factory in Cochin run a zero-waste operation, with all by-product (steam) used to fuel the factory.

Ivory Coast: The ginger is planted by hand by burying each root in a hole, and it takes approximately 9 months for the plants to mature. Once harvested the green ginger from the Ivory Coast is processed close to the ginger growers in the Abidjan area of Ivory Coast and transported usually within 6-8 hours. It is first crushed and then the fresh ginger roots are steam distilled. There is a 2-3-day process from harvest of the root to the time it is processed into oil.

Nigerian Ginger: The ginger we source from Nigeria is a dried ginger, harvested and then left under the Nigerian sun for 30-45 days. The sun exposure reduces the oil content in the ginger, drying it out and consequently leaving a deep, earthy flavour profile with a warm spice.

DID YOU KNOW?



- Market size massive – **13.5 billion drinks** per year in Nielsen alone
- Fever-Tree Ginger Ale is **outpacing the category** in growth, as the winners of several industry awards
- Fever-Tree Ginger Ale **outpaces** Q with respect to dollars, volume, growth AND rate of sale
- With only 0.3% of the Ginger Ale category, but 23% of the **premium** Ginger Ale category, the opportunity for Fever-Tree to grow in the space is nearly limitless

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, Ginger Ale category Future Market Insights Research



Shirley Temple

- *5.0oz Fever-Tree Ginger Ale*
- *0.5oz Grenadine*
- *0.25oz Lime Juice*
- *Luxardo Cherries (Speared)*

STEP 1: Fill Collins glass with cubed ice.

Add the grenadine & lime juice.

STEP 2: Top with Fever-Tree Ginger Ale & gently combine. Garnish with 3 skewered maraschino cherries.

SEASON



SERVED WITH



*Fever-Tree
Premium
Ginger Ale*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

N/A

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Pear Necessities

- *5.0oz Fever-Tree Ginger Ale*
- *0.5oz Pear Puree/Nectar*
- *0.5oz Lime Juice*
- *Sliced Pear*
- *Cinnamon Stick*

STEP 1: Insert slice pear into cinnamon-sugar-rimmed glass. Insert sliced bear.

STEP 2: Over fresh ice, top with Fever-Tree Ginger Ale & pear puree. Add in cinnamon stick.

SEASON



SERVED WITH



*Fever-Tree
Premium
Ginger Ale*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Whiskey, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



FLAVOR PROFILE

Bold and spicy for a refreshing, and long-lasting flavor

AROMA

Instant smell of ginger

PROVENANCE

Cochin, India
Ivory Coast
Nigeria

Premium GINGER BEER & Light GINGER BEER

Crafted by brewing our **signature blend of three gingers** from the Ivory Coast, Nigeria and Cochin, India. Not too sweet on the palate, this **bold and refreshing** non-alcoholic Ginger Beer has a deep, long-lasting ginger character. Perfectly balanced to complement the finest spirits or equally as delicious on its own as a soft drink.

Light GINGER BEER IS SWEETENED WITH FRUIT SUGARS FOR **JUST 35 CALORIES PER 6.8FL. OZ. BOTTLE.**

INGREDIENTS: Ginger is grown in different countries around the world. To thrive, it needs a warm climate with the right balance of rain. We source our ginger from 3 different parts of the world & like most ingredients, the climate, the growing environment, the quality of the soil & the final processing of the ginger contributes to the final flavor. To achieve the right balance of flavor in our Ginger Beer, we need the right level of top, middle & base notes. The blend of the 3 gingers allows us to achieve this unique profile: Deep, earthy ginger from Nigeria helps create the base notes in our Ginger products. These flavors are then balanced with the bright, warming spice & zesty notes from Cochin Ginger along with the zingy lemongrass top notes that come from the ginger from the Ivory coast.

PROCESS & HARVEST: Our Premium Ginger Beer is made by brewing our signature blend of three gingers for 24 hours.

Cochin Ginger: Grown exclusively in the mountainous regions in Kerala, otherwise known as “The Spice Garden of Kerala”. The ginger rhizomes benefit from Kerala’s rainy season from June-November, then the plants are left to dry & turn yellow when the rain stops. The yellow leaves are a sign that the ginger is ready for harvest in January time, when the ginger is then hand harvested and quickly loaded into sacks, essential to lock in moisture levels (oil) and the bright flavor profile. A sign of high oil content and a good quality ginger is a blue-coloured ring inside the flesh, visible when you break open the ginger. The ginger is then transported for processing within 24-72 hours, where the processing factory in Cochin run a zero-waste operation, with all by-product (steam) used to fuel the factory.

Ivory Coast: Our green ginger is processed close to the ginger growers in the Abidjan area of Ivory Coast and transported usually within 6-8 hours. It is first crushed and then the fresh ginger roots are steam distilled. There is a 2–3-day process from harvest of the root to the time it is processed into oil.

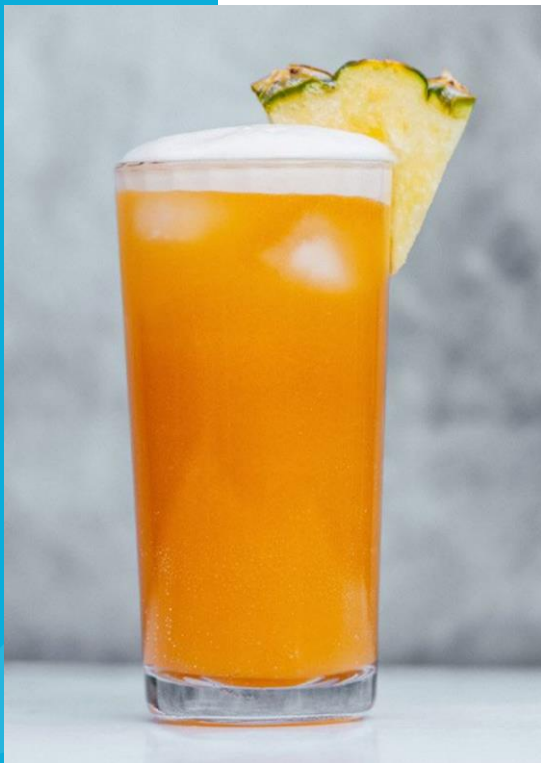
Nigerian Ginger: The ginger we source from Nigeria is a dried ginger, harvested and then left under the Nigerian sun for 30-45 days. The sun exposure reduces the oil content in the ginger, drying it out and consequently leaving a deep, earthy favour profile with a warm spice.

DID YOU KNOW?



- 🌿 Market size of **\$152m**, over **193M drinks** sold each year just in the off-premise
- 🌿 Fever-Tree is the **biggest brand** in ginger beer (27% share L12), growing **most quickly** (+\$7M L52 vs. PY), and Fever-Tree cans **out-rotate** every competitor
- 🌿 Due to the potential health benefits of ginger, the global ginger beer market predicts **+6% yearly growth** for the next 5 years
- 🌿 The Mule made with Ginger Beer and Vodka consistently ranks in the **top two cocktails** served in the on-premise in the US

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales; Tastewise/Grandview Research industry analysis: ginger beer; FutureMarketInsights.com: ginger beer market



Vitamin Parade

- *Top with Fever-Tree Ginger Beer*
- *2.0oz Carrot Juice*
- *1.5oz Pineapple Juice*
- *0.5oz Lime Juice*
- *0.5oz Cinnamon Simple Syrup*

STEP 1: Combine the carrot, pineapple, lemon, & simple syrup. Shake over ice.

STEP 2: Strain into Fizz/Collins glass. Top with Fever-Tree Ginger Beer with lemon twist & pineapple wedge

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Gin, Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Pom & Circumstance

- *Top with Fever-Tree Ginger Beer*
- *2.0oz Pomegranate Juice*
- *0.5oz Cranberry Juice*
- *0.5oz Fever-Tree Premium Tonic*
- *Fresh Cranberries*
- *Ginger Slice*

STEP 1: Combine pomegranate, cranberry, Fever-Tree Ginger Beer, & pomegranate/cranberries.

STEP 2: Stir & strain into fresh ice. Garnish with ginger slice

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT
UPGRADES

Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



Garden Variety

- *Top with Fever-Tree Ginger Beer*
- *0.5oz Lime Juice*
- *0.25oz Simple Syrup*
- *4 Mint Leaves*
- *Cucumber Ribbon*

STEP 1: Add the cucumber, mint, & lime juice to shaker. Muddle cucumber & mint, then add simple syrup & ice..

STEP 2: Shake & strain into Collins/Rocks already with cucumber ribbon. Garnish with lime wheel.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
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Ginger Jungle Juice

- *Top with Fever-Tree Ginger Beer*
- *0.5oz Lime Juice*
- *3.0oz Pineapple Juice*
- *3 Blackberries*
- *Pineapple Wedge*

STEP 1: Add blackberries and muddle lightly. Add in fresh lime juice, pineapple, & ice.

STEP 2: Cover & shake. Strain & pour into fresh ice, and top with Fever-Tree Ginger Beer. Garnish with pineapple & blackberries.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
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Spicy Grapefruit Mule

- *Top with Fever-Tree Ginger Beer*
- *0.25oz Lime Juice*
- *2.0oz Fever-Tree Sparkling Pink Grapefruit*
- *Mint Sprig*
- *3 Jalapeno Slices (Deseeded)*

STEP 1: Muddle the mint, lime & jalapeno. Add Fever-Tree Sparkling Pink Grapefruit, and shake.

STEP 2: Shake & strain into fresh ice. Top with Fever-Tree Ginger Beer. Garnish with lime wheel, jalapeno slice, and sprig of mint.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
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+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



I've Got a Crush

- *Top with Fever-Tree Ginger Beer*
- *0.5oz Simple Syrup*
- *0.5oz Lime Juice*
- *3 Hulled Strawberries*
- *3 Mint Sprigs*

STEP 1: In a shaker, muddle strawberries, mint, lime, & simple syrup.

STEP 2: Pour, unstrained, into Collins glass filled with ice, and top with Fever-Tree Ginger Beer. Garnish with strawberry & mint sprig.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
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Hot Ginger Non-Toddy

- *Top with Fever-Tree Ginger Beer*
- *4.0oz Apple Cider*
- *0.5oz Honey*
- *1.0oz Lemon Juice*
- *Apple Slice*
- *Cinnamon Stick*

STEP 1: Combine the warmed cider, lemon juice & honey syrup in a mug.

STEP 2: Top with Fever-Tree Ginger Beer. Garnish with an apple fan & cinnamon stick.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Mule

SUGGESTED SPIRIT
UPGRADES

Bourbon, Whiskey

COCKTAIL INSIGHTS

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esse cillum sunt in culpa



Beet To Your Own Drum

- *Top with Fever-Tree Ginger Beer*
- *1.0oz Honey (1:1 Honey: Water)*
- *0.5oz Lemon Juice*
- *0.5oz Beet Juice*
- *Thyme Sprig*

STEP 1: Combine honey water, lemon juice in rocks glass with ice.

STEP 2: Top with beet juice & Fever-Tree Ginger Beer. Garnish with thyme sprig & serve.

SEASON



SERVED WITH



*Fever-Tree
Ginger Beer*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT
UPGRADES

*Bourbon, Whiskey, &
Vodka*

COCKTAIL INSIGHTS

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+105k Voluptate velit esse cillum dolore eu fugiat
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● FLAVOR PROFILE

We use less quinine in our Mediterranean Tonic which, with the addition of rosemary and lemon thyme, produces a lighter, more fragrant tonic

● AROMA

Sweet and herbaceous

● PROVENANCE

Provence, France

Mediterranean TONIC WATER

A beautiful blend of essential oils from fruits and herbs gathered from around the Mediterranean shores. Flavors of **rosemary & lemon thyme**, combined with the finest quinine from central Africa, **strike the perfect balance of sweet & herbaceous**. The Mediterranean tonic recipe **contains less quinine** than our premium tonic water for a less bitter taste.

SWEETENED WITH FRUIT SUGAR FOR **JUST 35 CALORIES PER 6.8FL.OZ. BOTTLES.**

INGREDIENTS: Our lemon thyme is sourced from the rocky hillside farm of the Provençal region of Southern France. The well-drained soil and long, sun filled days allow for the lemon thyme plants to thrive and the flavors to deepen, providing the tonic with its uniquely floral aroma. The thyme comes from a family-owned farm in Provence and is 100% Provençal thyme. The fields have been tendered by the Vidal family for generations. On one of his ingredient hunting trips, co-founder Charles met four generations of one of the last French families still cultivating the finest lemon thyme oils. The Vidal family have been farming in the Drôme region for centuries and so good is their reputation, their oils are seen as a benchmark for quality all over the world.

PROCESS & HARVEST: Lemon thyme is harvested once a year in May/ June when the hillsides are covered in thick carpets of blue, pink and white, the flowers are cut and carted to a nearby open-sided distillery, 1500 meters away from the fields where the lemon thyme grows. Here, straw fires heat pots of water beneath racks of the blossoms; as the steam rises, a rich thyme scent infuses the air. The essential oils are captured in clear glass jars to best assess the purity of the liquid.

DID YOU KNOW?



Fever-Tree is the only brand in the world with a Mediterranean Tonic flavor (we even used to be trademarked in the UK!)



The flavored tonic water segment of the category is projected to register **the highest CAGR of 12.2% from 2021 to 2028**



Fever-Tree Mediterranean Tonic has grown **46%** since last year



Fever-Tree Mediterranean Tonic has a **higher rate of sale** than both Tonic and Light Tonic 4-packs



Rosemary in drinks is now one of the most increasingly used flavors globally and has grown **4x** since last period

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, \$/ACV, Food & Beverage Insider May 2023, Top flavor & ingredient trends for 2023, Grandview Market Analysis Report, Top Cocktails & Flavor Trends by Spirit dsm-firmenich



Coffee Tonic

- 6.8oz *Fever-Tree Mediterranean Tonic*
- 1.25oz *Freshly Brewed Coffee*
- *Twist of Orange Peel*

STEP 1: Fill a highball glass with ice cubes. Add shot of coffee/espresso.

STEP 2: Top with Fever-Tree Mediterranean Tonic. Holding orange over glass & zest oils. Toss zest into glass.

SEASON



SERVED WITH



*Fever-Tree
Mediterranean
Tonic*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

N/A

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
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Mediterranean Cucumber & Tonic



- *Top with Fever-Tree Mediterranean Tonic*
- *3 Cucumber Slices*
- *0.25oz Lemon Juice*
- *1 Lemon Wedge*

STEP 1: In a Rocks glass, muddle 1 cucumber slice and fresh Lemon juice. Top with ice & 2 more cucumber slices.

STEP 2: Top with Fever-Tree Mediterranean Tonic., lemon wedge, & sprig of rosemary.

SEASON



SERVED WITH



*Fever-Tree
Mediterranean
Tonic*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT
UPGRADES

Gin, Vodka

COCKTAIL INSIGHTS

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+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
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- **FLAVOR PROFILE**
Classic, crisp with a gentle bitterness from quinine, balanced with a subtle citrus taste
- **AROMA**
Subtle citrus
- **PROVENANCE**
Central Africa

Premium TONIC WATER & Light TONIC WATER

Premium Tonic Water is made with the **finest quinine from Central Africa** and a touch of **Mexican bitter orange** for a refreshing, subtle citrus taste & aroma.

Light TONIC WATER IS SWEETENED WITH FRUIT SUGARS FOR **JUST 30 CALORIES PER 6.8FL. OZ. BOTTLE.**

INGREDIENTS: Our brand name “Fever-Tree” was chosen as it is the colloquial name for the cinchona tree, the bark of which produces quinine. After discovering early 17th century references in the British library, Charles and Tim located one of the only remaining plantations of original Cinchona Ledgeriana trees (known locally as ‘fever trees’) which produce some of the highest quality quinine in the world, located on the border of the Democratic Republic of Congo and Rwanda.

PROCESS & HARVEST: Each plantation has its own nursery where the cinchona saplings are brought to, and carefully nurtured for the first two years of their life. The saplings are aerated by hand, as well as fed watered & trimmed every couple of weeks to strengthen them. They then get taken to the fields for planting, each carefully measured to allow prosperous growth – 90cm apart to be exact. The trees are harvested when they are approximately 8 years old, but instead of removing the roots, the stump is left to regrow, to then be harvested every 6 years thereafter, up to 40 years lifespan in total. Our quinine is extracted from the dried bark of the Cinchona Trees at this stage. What is impressive is that nothing gets left to waste; every element of the harvested tree gets used, mainly to fuel the factory itself.

DID YOU KNOW?



- 🌿 The Nielsen market size is **\$210m**, with consumers making over **595M drinks** at home each year
- 🌿 Fever-Tree is the **biggest brand** in Tonic Water (26% share L12), growing **most quickly** (+\$7M vs. PY), and Fever-Tree cans **out-rotate** every competitor
- 🌿 Fever-Tree is the **#1** selling Tonic brand in the whole category
- 🌿 Fever-Tree is the **#1** selling premium Tonic brand in the market by dollars, growth and rate of sale
- 🌿 A growing trend for longer, lighter serves, as well as a movement towards lower-ABV cocktails means mixers and tonic waters have a **growing opportunity on premise**

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales; Mordorintelligence.com: Tonic Water Industry report; The Spirits Business



Bitters & Tonic

- *6.8oz Fever-Tree Light Tonic*
- *5 dashes Angostura Bitters*
- *Lemon wedge, to garnish*

STEP 1: Add the bitters to a Gin Balloon glass filled with ice cubes.

STEP 2: Top off with Fever-Tree Premium Tonic & garnish with a lemon wedge.

SEASON



SERVED WITH



*Fever-Tree
Premium
Light Tonic*

TYPE OF GLASS



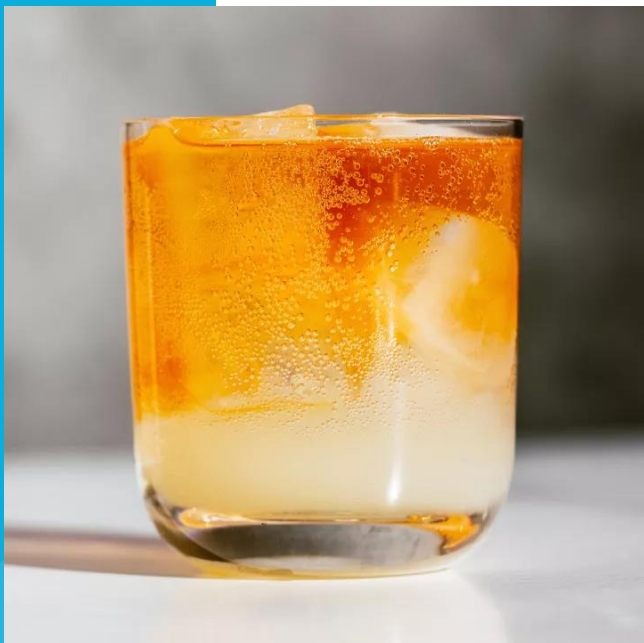
Spritz

SUGGESTED SPIRIT
UPGRADES

Gin, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
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Tonic Rickey

- *1.5oz Fever-Tree Premium Tonic*
- *0.5oz Lime Juice*
- *0.5oz Simple Syrup*
- *1.5oz Fever-Tree Club Soda*
- *3 dashes Angostura Bitters*

STEP 1: In a lowball glass filled with ice, add the lime juice & simple syrup. Stir to combine

STEP 2: Slowly stir in the Fever-Tree Premium Tonic & Fever-Tree Club Soda. Top with bitters & serve.

SEASON 

SERVED WITH



*Fever-Tree
Premium
Light Tonic*

TYPE OF GLASS



Rocks

SUGGESTED SPIRIT UPGRADES

Gin, Vodka

COCKTAIL INSIGHTS

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- **FLAVOR PROFILE**
Delicate, fresh green cucumber, balanced by the gentle bitterness of quinine
- **AROMA**
Fresh & Crisp
- **PROVENANCE**
Florida, USA

Sparkling CUCUMBER

Crafted from the highest quality ingredients; **fresh cucumber essence** is blended with the gentle bitterness of **Central African quinine** for a wonderfully balanced and versatile mixer. Sparkling cucumber is cooling, crisp and delicate, providing total refreshment, making it the perfect accompaniment to your summer as a mixer or on its own.

SWEETENED WITH FRUIT SUGAR FOR JUST **40 CALORIES PER 6.8OZ BOTTLE**. SPARKLING CUCUMBER CAN ALSO BE ENJOYED AS A CRISP, REFRESHING SOFT DRINK.

INGREDIENTS: At Fever-Tree we focus solely on providing the best and most flavoursome ingredients, for our Sparkling Cucumber we only use a specific slicing varietal of cucumber, grown by specialists in America, renowned for their high yield, uniform appearance

PROCESS & HARVEST: Once harvested our cucumbers are taken only 18 miles from the source to be processed. The fresh cucumbers are processed using a low temperature distillation technique which captures only the purest cucumber essences. It is this accurate process which gives our Sparkling Cucumber a unique fresh green cucumber flavor and sweet vegetal flavor. The hot heat of the South-East of the USA provides the perfect growing conditions for cucumbers.

DID YOU KNOW?



- 🍷 Nostalgic flavors and sensory experiences are on trend for 2024 – among the top flavors: **CUCUMBER**
- 🍷 The Cucumber flavor within the mixers category has increased **+12%** this quarter
- 🍷 Fever-Tree Sparkling Cucumber is the **#1** cucumber flavored item in the flavor category
- 🍷 Fever-Tree Sparkling Cucumber has the **highest rate of sale** of all 4pks

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, all categories without cocktail mixers



G&C Tonic

- *Top with Fever-Tree Sparkling Cucumber*
- *0.75oz Lime Juice*
- *0.25oz Cucumber Juice*
- *1.0oz Grapefruit Cordial*
- *Cucumber Ribbon*

STEP 1: Add lime, cucumber, grapefruit cordial, and shake.

STEP 2: Double strain over crushed ice, and add Fever-Tree Cucumber Tonic. Garnish with ribbon.



SEASON



SERVED WITH



*Fever-Tree
Sparkling
Cucumber*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Gin, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
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- **FLAVOR PROFILE**
Incredibly refreshing with a slight bite from the juicy citrus that is rounded off by the same fruits' natural sweetness.
- **AROMA**
Floral & bright
- **PROVENANCE**
Alicante, Spain

Sparkling LIME & YUZU

Made with a blend of **bright, zesty Mexican Tahitian lime**, perfectly balanced by the floral sweetness of **Japanese Yuzu**, creating this uniquely refreshing mixer. The perfect complement to vodka, tequila or mezcal for a refreshingly zesty spritz or equally as delicious on its own.

SWEETENED WITH FRUIT SUGARS FOR **JUST 30 CALORIES PER 6.8FL. OZ. BOTTLE**. SPARKLING LIME & YUZU CAN ALSO BE ENJOYED AS A CRISP, REFRESHING SOFT DRINK.

INGREDIENTS:

Japanese Yuzu: We use the highest quality yuzu that is handpicked to protect all the delicate flavors in the fruit. Yuzu trees take up to 10 years to start bearing fruit.

Mexican Tahitian Limes: We source our Tahitian lime from groves on the opposing Caribbean and Pacific coasts to ensure we're sourcing from top quality, well ripened fruit the year around. We extract oils from Tahitian limes that have the perfect balance of zesty sharpness & sweetness. We build up the unique flavour by using lime varieties from different areas.

PROCESS & HARVEST:

Japanese Yuzu: The whole fruit is pressed during processing, without removing the oil from the skin of the fruit separately (which is common in other citrus processing) this means the juice has an intense flavor.

Mexican Tahitian Limes: Lime processing is a 360 process which means none of the product is wasted. Oil is gathered from the peel, juice from the flesh and then the husks are left to dry in the sun and used for animal feed. June – July with complementary harvests throughout the year

DID YOU KNOW?



- 🌿 **Lime is the #1 most popular flavor** for alcoholic drinks in North America
- 🌿 Perfect for a **'Ranch Water'** cocktail – which is **the fastest growing cocktail in the last 4 years** and is searched over 100,000 times every month
- 🌿 Fever-Tree Sparkling Lime & Yuzu Growth is +55% in the last year, whereas the **lime-flavored market growth is only 50%**
- 🌿 Fever-Tree is in the top 5 brands for sparkling lime-flavored drinks

SOURCE: Top Cocktails & Flavor Trends by Spirit dsm-firmenich; <https://meetglimpse.com/trend/ranch-water/> Glimpse Trends; Nielsen 52 w/e 10/07/23, Total US xAOC, \$ sales



Self Care

- 6.8oz *Fever-Tree Light Sparkling Lime Yuzu*
- 1.0oz *Pineapple Juice*
- 0.5oz *Lime Juice*
- 0.5oz *Orgeat*

STEP 1: Add pineapple, lemon, orgeat to a cocktail shaker. Add ice, shake until chilled

STEP 2: Pour into Collins glass, top with Fever-Tree Sparkling Lime Yuzu, & garnish with sprig of mint

SEASON



SERVED WITH



*Fever-Tree
Sparkling
Lime & Yuzu*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Rum, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
nulla pariatur. Excepteur sint occaecat cupidatat
+1.6% Dolor in reprehenderit in voluptate velit
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Mint & Basil Limeade

- 6.8oz *Fever-Tree Light Sparkling Lime Yuzu*
- 0.25oz *Lime Juice*
- 0.25oz *Simple Syrup*
- 4 *Basil Leaves*
- 4 *Mint Leaves*

STEP 1: Gently muddle the basil, mint, & simple syrup. Add the lime juice, ice, and shake until well-chilled

STEP 2: Strain into Collins glass over fresh ice. Top with Fever-Tree Sparkling Lime Yuzu with a lime wheel

SEASON



SERVED WITH



*Fever-Tree
Sparkling
Lime & Yuzu*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Rum, Tequila, Vodka

COCKTAIL INSIGHTS

+2% Duis aute irure dolor in reprehenderit in
+105k Voluptate velit esse cillum dolore eu fugiat
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+1.6% Dolor in reprehenderit in voluptate velit
esse cillum sunt in culpa



- **FLAVOR PROFILE**
Deliciously juicy, with a bitter, yet sweet flavor with fresh and floral notes
- **AROMA**
Fresh, sweet & tangy
- **PROVENANCE**
Alicante, Spain

Sparkling PINK GRAPEFRUIT

A delicious soda made with a **refreshing upfront burst of fresh grapefruit**, carefully balanced with soft pink grapefruit floral notes. The perfect level of carbonation provides a rounded base which complements the best premium tequila and vodkas for a refreshing, light spritz.

WITH **JUST 35 CALORIES PER 6.8 FL. OZ. BOTTLE**, SPARKLING PINK GRAPEFRUIT CAN ALSO BE ENJOYED AS A CRISP, REFRESHING SOFT DRINK.

INGREDIENTS: The grapefruit blend includes handpicked red and pink grapefruit from the Quirante family-owned fields, in the province of Alicante, Spain.

PROCESS & HARVEST: A team of agronomists (experts in soil management and crop production) work to ensure the correct growth and harvest of the fruit at the optimum moment for the future juice processing. The crops are continuously audited with the highest quality standard allowing us to grow the best fruit only a few kilometres away from the Mediterranean sea.

DID YOU KNOW?



- 🍷 Sparkling grapefruit market now **\$160m** in size, poised to continue growing as tequila is now the #1 spirit by value in the United States
- 🍷 **Grapefruit** features in the top 10 most popular cocktail flavors in North America and has grown **1.5x** as a flavor since last year
- 🍷 The **Paloma** made with Tequila and Grapefruit is the **second biggest tequila cocktail** on US menus
- 🍷 Fever-Tree's Sparkling Pink Grapefruit is the **#1** premium sparkling grapefruit mixer
- 🍷 At **+21%**, Fever-Tree outpaces an already growing sparkling grapefruit mixer category

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales of sparkling and other soft; Top Cocktails & Flavor Trends by Spirit dsm-firmenich; Nutritional Outlook Flavor Trends for Food & Beverage



Korean Paloma

- 3.0oz *Fever-Tree Sparkling Pink Grapefruit*
- .5oz *Gochujang Syrup*
- .25oz *Lemon Juice*
- .25oz *Lime Juice*

STEP 1: Add all ingredients, except Fever-Tree Sparkling Pink Grapefruit Soda, to a highball glass with ice & stir.

STEP 2: Top with Fever-Tree Sparkling Pink Grapefruit & garnish with grapefruit wedge

SEASON



SERVED WITH



*Fever-Tree Sparkling
Pink Grapefruit*

TYPE OF GLASS



Collins

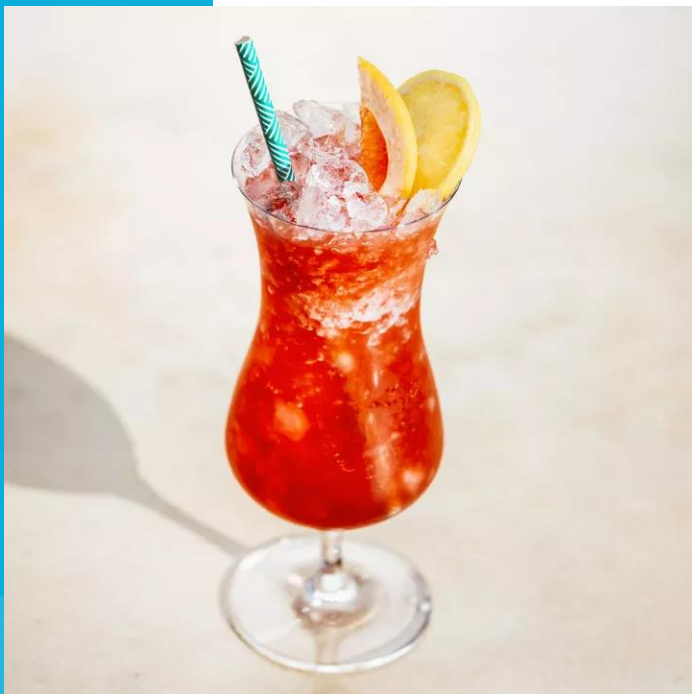
SUGGESTED SPIRIT
UPGRADES

Tequila, Vodka

Gochujang Syrup

30mL Rice Vinegar
2 Tablespoons Gochujang Paste
100mL Water
1 cup Granulated Sugar

1. Stir together rice vinegar and gochujang and set aside.
2. In a pot over medium heat, combine the water and sugar. Stir until the sugar is thoroughly dissolved, then let simmer for 4 to 5 minutes over low heat.
3. Add the gochujang mixture into the syrup and gently stir until the gochujang is completely dissolved into the sugar mixture.
4. Let cool, then filter gochujang syrup through a fine-mesh sieve into a bottle.



Mental Note

- 2.0oz *Fever-Tree Sparkling Pink Grapefruit*
- 1.0oz *Lemon Juice*
- 0.75oz *Beet Juice*
- 0.25oz *Tahitian Vanilla Syrup*
- 1 barspoon *Raspberry Preserves*
- *Grapefruit & Lemon Wheels*

STEP 1: Combine the grapefruit, lemon, beet, syrup, and raspberries in a shaker.

Add ice & shake.

STEP 2: Fine strain over crushed ice, garnish with grapefruit & lemon wheels.

SEASON



SERVED WITH



*Fever-Tree Sparkling
Pink Grapefruit*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT
UPGRADES

Rum, Vodka

Tahitian Vanilla Syrup

500 grams Simple Syrup
4 grams Tahitian Vanilla Extract
2 grams lactic acid
1 pinch Kosher Salt

Combine all ingredients and stir until dissolved.

SPIRITED COCKTAILS | SUMMARY



PALOMA

2 oz Tequila or mezcal
1 oz Aperol (optional)
6.8 oz Fever-Tree Sparkling Pink Grapefruit
Garnish: Pink grapefruit wedge

Pour the tequila into a glass filled with ice cubes. Top with the soda. Garnish with a wedge of fresh pink grapefruit.



SPARKLING CUCUMBER

2 oz Gin
1 oz Aperol (optional)
6.8 oz Fever-Tree Sparkling Cucumber
3 thin slices of cucumber
Garnish: Mint sprig

Add the gin to a glass filled with ice cubes. Top off with the tonic water. Garnish with cucumber slices and a sprig of fresh mint.



SPARKLING LIME & YUZU

2 oz Vodka
6.8 oz Fever-Tree Sparkling Lime & Yuzu
Garnish: Lime wedge & mint sprig

Pour the vodka into a glass filled with ice cubes. Top off with the soda. Garnish with a lime wedge and a mint sprig.



SICILIAN LEMONADE

2 oz premium bourbon
6.8 oz Fever-Tree Sparkling Sicilian Lemonade
2 oz peach liqueur
Garnish: Lemon wheel & mint sprig

Pour the bourbon into a glass filled with ice cubes. Top off with Fever-Tree Sparkling Sicilian Lemonade. Garnish with a lemon wheel and a mint sprig.



APEROL SPRITZ

2 oz Aperol
3 oz Sparkling Brut
1 oz Fever-Tree Premium Club Soda
Garnish: Orange wheel

Fill wine glass with fresh, cubed ice. Add all ingredients and stir 5 times. Add garnish and serve.



EASY

More recipes: [No & Low Recipes.pptx](#)
No & Low template: [Zero Proof Template.pptx](#)

REFER TO INDIVIDUAL COCKTAIL SLIDES FOR ELEVATED GARNISH SUGGESTIONS

PALOMA



2 oz Tequila or mezcal
1 oz Aperol (optional)
6.8 oz Fever-Tree Sparkling Pink Grapefruit

Garnish: Pink grapefruit wedge

Pour the tequila into a glass filled with ice cubes. Top with the soda. Garnish with a wedge of fresh pink grapefruit.

ELEVATE YOUR GARNISH

SPICY & FRUITY

Grapefruit Chip
Calabrian Chili Lime
Sea Salt Rim



HERBACEOUS & FRUITY

Star Anise
Lavender Sprig



SPARKLING CUCUMBER



2 oz Gin
1 oz Aperol (optional)
6.8 oz Fever-Tree Sparkling Cucumber
3 thin slices of cucumber

Garnish: Mint sprig

Add the gin to a glass filled with ice cubes. Top off with the tonic water. Garnish with cucumber slices and a sprig of fresh mint.

ELEVATE YOUR GARNISH

FRUITY & REFRESHING

Watermelon Chip

Fresh Mint



SPICY & FRUITY

Lemon Chip

Watermelon Calabrian

Chili Sea Salt



SPARKLING LIME & YUZU



2 oz Vodka

6.8 oz Fever-Tree Sparkling Lime & Yuzu

Garnish: Lime wedge & mint sprig

Pour the vodka into a glass filled with ice cubes. Top off with the soda. Garnish with a lime wedge and a mint sprig.

ELEVATE YOUR GARNISH

FRUITY & TART

Apple Chip w/ Gold Dust

Apple Thyme Sea Salt Rim



HERBACEOUS & FRUITY

Lime Chip

Fresh Thyme Sprig



SICILIAN LEMONADE



2 oz premium bourbon
6.8 oz Fever-Tree Sparkling Sicilian Lemonade
2 oz peach liqueur

Garnish: Lemon wheel & mint sprig

Pour the bourbon into a glass filled with ice cubes. Top off with Fever-Tree Sparkling Sicilian Lemonade. Garnish with a lemon wheel and a mint sprig.

ELEVATE YOUR GARNISH

FRUITY & SWEET

Blood Orange Chip

Peach Cherry Orange
Sugar Salt



HERBACEOUS & SWEET

Lemon Chip w/ Gold Dust

Fresh Rosemary Sprig



APEROL SPRITZ



2 oz Aperol
3 oz Sparkling Brut
1 oz Fever-Tree Premium Club Soda

Garnish: Orange wheel

Fill wine glass with fresh, cubed ice. Add all ingredients and stir 5 times. Add garnish and serve.

ELEVATE YOUR GARNISH

CITRUS & SWEET

Orange Chip

Demerara Orange
Elderflower Rim



HERBACEOUS & FRUITY

Pear

Fresh Basil





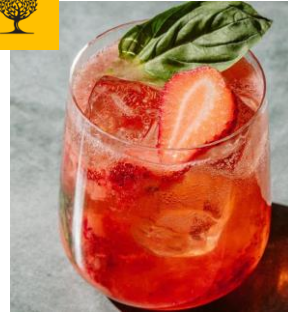
LOW-CAL & BETTER FOR YOU RECIPES

COCKTAIL INSPIRATION | SUMMARY



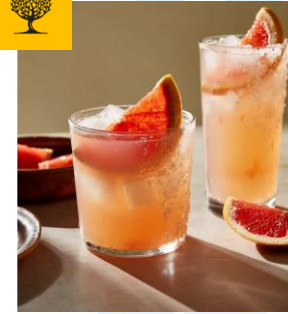
HEART BREAKER

1 oz Vodka
1 oz Lillet Rosé
Fever-Tree Sparkling Pink Grapefruit
Garnish: Grapefruit slice
Build over ice and garnish.



VODKA STRAWBERRY BASIL

1 oz Vodka
2 teaspoon Aperol
2 basil leaves
1 sliced strawberry
Fever-Tree Sparkling Pink Grapefruit
Garnish: Strawberry slices
Add the vodka and Aperol to an empty cocktail shaker. Add 1 sliced strawberry, the basil leaves and plenty of ice cubes. Shake for 15 seconds. Pour the contents of the shaker into a glass. Top off with the Sparkling Pink Grapefruit. Garnish with strawberry slices.



THE ITALIAN ACCENT

1 ¼ oz Mezcal
2 teaspoons Campari
2 limes wedges
Sea salt
Fever-Tree Sparkling Pink Grapefruit
Garnish: Grapefruit wedge
Pour the mezcal, Campari into a cocktail shaker with ice cubes. Squeeze over and then drop in the lime wedges. Shake for 15 seconds. Add more ice cubes, then pour the contents into the glass. Top off with the Sparkling and garnish.



SPICY RANCH WATER

2 oz Tequila
Fever-Tree Sparkling Lime & Yuzu
1 jalapeño chili and red chili chopped
Garnish: Long ribbon of cucumber peel
Pour the tequila into a highball glass full of ice cubes. Add the chili slices. Top off with the soda. Garnish with a long ribbon of cucumber peel curled around the inside of the glass.



YUZU MOJITO

2 oz White Rum
2 teaspoons sugar syrup
2 lime wedges
10 mint leaves
Fever-Tree Sparkling Lime & Yuzu
Garnish: Mint & lime
Tear the mint leaves and place in bottom of highball and fill up with ice. Pour over rum and sugar syrup. Squeeze over lime wedges. Stir gently and top off with the sparkling. Garnish with extra mint and a lime wedge.



CUCUMBER SPRITZER

4 tablespoon white wine
Fever-Tree Sparkling Cucumber
3 teaspoons St. Germain Liqueur
Garnish: Lemon wedge & cucumber ribbon
Pour wine into a highball glass filled with ice cubes. Add the elderflower liqueur. Top off with Sparkling and garnish.



LEMON & SAGE

2 oz vodka
1 oz unsweetened cranberry juice
3 oz Fever-Tree Sparkling Sicilian Lemonade
Garnish: Sage leaf
Build over ice and garnish.



SICILIAN LAVENDER LEMONADE

2 oz prepared iced tea
2 oz bourbon
4 oz Fever-Tree Sparkling Sicilian Lemonade
Garnish: Lavender & lemon
Add ice cubes and shake the bourbon, iced tea in a large cocktail shaker with ice, then strain into the highball glass. Top with lemonade. Stir gently and garnish with the lavender sprig and lemon.



EASY



MEDIUM

More recipes: [No & Low Recipes.pptx](#)

No & Low template: [Zero Proof Template.pptx](#)

REFER TO INDIVIDUAL COCKTAIL SLIDES FOR ELEVATED GARNISH SUGGESTIONS

HEART BREAKER



1 oz Vodka
1 oz Lillet Rosé
Fever-Tree Sparkling Pink Grapefruit

Garnish: Grapefruit slice

Build over ice and garnish.

ELEVATE YOUR GARNISH

SPICY & FRUITY

Grapefruit Chip
Calabrian Chili Lime
Sea Salt Rim



HERBACEOUS & FLORAL

Rose Petals
Lavender Sprig



**Lifestyle image and garnish renders for reference / inspiration*

VODKA STRAWBERRY BASIL



1 oz Vodka
2 teaspoons Aperol
2 basil leaves
1 sliced strawberry
Fever-Tree Sparkling Pink Grapefruit

Garnish: Strawberry slices

Add the vodka and Aperol to an empty cocktail shaker. Add 1 sliced strawberry, the basil leaves and plenty of ice cubes. Shake for 15 seconds. Pour the contents of the shaker into a glass. Top off with the Sparkling Pink Grapefruit. Garnish with strawberry slices.

ELEVATE YOUR GARNISH

HERBACEOUS & FRUITY

Strawberry Chip

Basil Sugar Salt



SPICY & FRUITY

Strawberry or Lemon Chip

Thai Basil Syrup



THE ITALIAN ACCENT



1 ¼ oz Mezcal
2 teaspoons Campari
2 limes wedges
Sea salt
Fever-Tree Sparkling Pink Grapefruit

Garnish: Grapefruit wedge

Pour the mezcal, Campari into a cocktail shaker with ice cubes. Squeeze over and then drop in the lime wedges. Shake for 15 seconds. Add more ice cubes, then pour the contents into the glass. Top off with the Sparkling and garnish.

ELEVATE YOUR GARNISH

SPICY & FRUITY

Lime Chip
Calabrian Chili Lime
Sea Salt Rim



HERBACEOUS & FRUITY

Grapefruit Chip
Fresh Rosemary Sprig



SPICY RANCH WATER



2 oz Tequila
Fever-Tree Sparkling Lime & Yuzu
1 jalapeño chili and red chili chopped

Garnish: Long ribbon of cucumber peel

Pour the tequila into a highball glass full of ice cubes. Add the chili slices. Top off with the soda. Garnish with a long ribbon of cucumber peel curled around the inside of the glass.

ELEVATE YOUR GARNISH

CITRUSY & SPICY

Lime Chip
Red pepper



CITRUSY & SPICY

Lime Chip
Calabrian Chili Lime Sea Salt Rim



YUZU MOJITO



2 oz White Rum
2 teaspoons sugar syrup
2 lime wedges
10 mint leaves
Fever-Tree Sparkling Lime & Yuzu

Garnish: Mint & lime

Tear the mint leaves and place in bottom of highball and fill up with ice. Pour over rum and sugar syrup. Squeeze over lime wedges. Stir gently and top off with the sparkling. Garnish with extra mint and a lime wedge.

ELEVATE YOUR GARNISH

FRUITY & HERBACEOUS

Lime Chip

Pineapple Mint Syrup



CITRUSY & HERBACEOUS

Lime Chip

Mint Sugar



CUCUMBER SPRITZER



4 tablespoon white wine
Fever-Tree Sparkling Cucumber
3 teaspoons St. Germain Liqueur

Garnish: Lemon wedge & cucumber ribbon

Pour wine into a highball glass filled with ice cubes. Add the elderflower liqueur. Top off with Sparkling and garnish.

ELEVATE YOUR GARNISH

FRUITY & REFRESHING

Watermelon Chip

Fresh Mint



FRUITY & FLORAL

Lemon Chip

Rose Petals



LEMON & SAGE



2 oz vodka
1 oz unsweetened cranberry juice
3 oz Fever-Tree Sparkling Sicilian Lemonade

Garnish: Sage leaf

Build over ice and garnish.

ELEVATE YOUR GARNISH

FRUITY & TART

Gold Cranberries

Gold Sugar Salt



CITRUSY & HERBACEOUS

Lemon Chip w/ Gold Dust

Fresh Rosemary Sprig



SICILIAN LAVENDER LEMONADE



2 oz prepared iced tea
2 oz bourbon
4 oz Fever-Tree Sparkling Sicilian Lemonade

Garnish: Lavender & lemon

Add ice cubes and shake the bourbon, iced tea in a large cocktail shaker with ice, then strain into the highball glass. Top with lemonade. Stir gently and garnish with the lavender sprig and lemon.

ELEVATE YOUR GARNISH

FRUITY & SWEET

Fresh Mint

Lemon Chip

Peach Earl Gray Sugar Salt



HERBACEOUS & SWEET

Black Tea Lavender Syrup

Lavender Sprig



ZERO PROOF COCKTAILS | SUMMARY



PEPPY PALOMA

2 oz Ritual Tequila Alternative

1 oz cold brew

¼ oz lime juice

3 oz Fever-Tree Sparkling Pink Grapefruit

Garnish: Grapefruit moon

Combine ingredients minus the Sparkling in a shaker with ice & shake. Strain over ice. Top with sparkling and garnish.



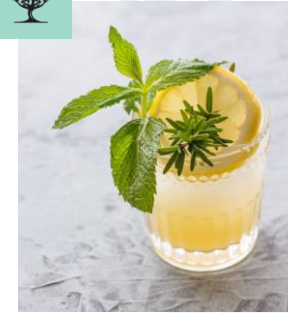
ITALIAN RIVIERA

2 oz Lyres Italian Aperitif

Fever-Tree Sparkling Cucumber

Garnish: Orange wheel

Build over ice. Garnish and enjoy.



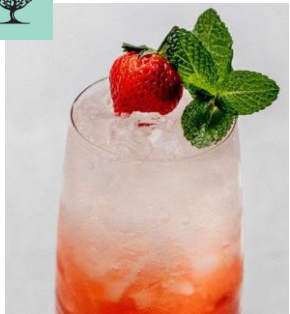
CLEAN GIN & SPARKLING JUICE

1.5 oz Clean G

3 oz Fever-Tree Sparkling Sicilian Lemonade

Garnish: Mint, rosemary, & lemon

Add ingredients in glass, stir, fill with ice and garnish.



I'VE GOT A CRUSH

3 strawberries, cut in half

3 mint sprigs

Juice of 1 lime, freshly squeezed

1 oz simple syrup

Fever-Tree Sparkling Sicilian

Lemonade to top

Garnish: Strawberry & fresh mint

In a shaker, muddle the strawberries, mint, lime juice and simple syrup to a juicy pulp. Pour (unstrained) into a tall Collins glass. Fill with crushed ice and top with the Sparkling with an additional strawberry and mint sprig.



THE ROSEY POM POM

1 oz pomegranate juice

0.5 oz rosemary simple syrup

Fever-Tree Club soda, to top

Garnish: Rosemary sprig

Fill a Collins glass one-third of the way with ice. Add the pomegranate juice and rosemary simple syrup. Fill the glass to the rim with club soda and stir gently. Garnish with a rosemary sprig and serve.



MINT & BASIL LIMEADE

4 large basil leaves

4 mint leaves

1 oz lime juice, freshly squeezed

Fever-Tree Sparkling Lime & Yuzu

Garnish: Lime wheel

Gently muddle the basil, mint and simple syrup in a shaker tin. Add the lime juice and ice and shake until well-chilled. Double-strain into a Collins glass over fresh ice. Top with the Sparkling Lime & Yuzu. Garnish with a lime wheel.



EASY



MEDIUM

More recipes: [No & Low Recipes.pptx](#)

No & Low template: [Zero Proof Template.pptx](#)

REFER TO INDIVIDUAL COCKTAIL SLIDES FOR ELEVATED GARNISH SUGGESTIONS

PEPPY PALOMA



2 oz Ritual Tequila Alternative
1 oz cold brew
¼ oz lime juice
3 oz Fever-Tree Sparkling Pink Grapefruit

Garnish: Grapefruit moon

Combine ingredients minus the Sparkling in a shaker with ice & shake. Strain over ice. Top with sparkling and garnish.

ELEVATE YOUR GARNISH

SPICY & FRUITY

Grapefruit Chip
Calabrian Chili Lime
Sea Salt Rim



SPICY & SAVORY

Hickory Smoke Vanilla Syrup
Ancho Chili Salt Rim



ITALIAN RIVIERA



2 oz Lyres Italian Aperitif
Fever-Tree Sparkling Cucumber

Garnish: Orange wheel

Build over ice. Garnish and enjoy.

ELEVATE YOUR GARNISH

FRUITY & HERBACEOUS

Blood Orange

Fresh Rosemary Sprig



SPICY & FRUITY

Lemon Chip

Watermelon Calabrian

Chili Sea Salt



**Lifestyle image and garnish renders for reference / inspiration*

CLEAN GIN & SPARKLING JUICE



1.5 oz Clean G
3 oz Fever-Tree Sparkling Sicilian Lemonade

Garnish: Mint, rosemary, & lemon

Add ingredients in glass, stir, fill with ice and garnish.

ELEVATE YOUR GARNISH

FRUITY & SWEET

Lemon Chip

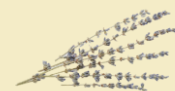
Blueberry Lavender Syrup



HERBACEOUS & SWEET

Lemon Chip w/ Gold Dust

Lavender Sprig



I'VE GOT A CRUSH



3 strawberries, cut in half
 3 mint sprigs
 Juice of 1 lime, freshly squeezed
 1 oz simple syrup
 Fever-Tree Sparkling Sicilian Lemonade, to top

Garnish: Strawberry & fresh mint

In a shaker, muddle the strawberries, mint, lime juice and simple syrup to a juicy pulp. Pour (unstrained) into a tall Collins glass. Fill with crushed ice and top with Sparkling Garnish with an additional strawberry and mint sprig.

ELEVATE YOUR GARNISH

FRUITY & SWEET

Strawberry Chip

Strawberry Jalapeño Syrup



HERBACEOUS & SWEET

Lemon Chip w/ Gold Dust

Fresh Rosemary Sprig



THE ROSEY POM POM



1 oz pomegranate juice
Fever-Tree Club soda, to top

Garnish: Rosemary sprig

Fill a Collins glass one-third of the way with ice. Add the pomegranate juice and rosemary simple syrup. Fill the glass to the rim with club soda and stir gently. Garnish with a rosemary sprig and serve.

ELEVATE YOUR GARNISH

CITRUS & SWEET

Rosemary Syrup

Demerara Orange
Elderflower Rim



HERBACEOUS & FRUITY

Pear

Fresh Basil



MINT & BASIL LIMEADE



4 large basil leaves
4 mint leaves
1 oz lime juice, freshly squeezed
Fever-Tree Sparkling Lime & Yuzu

Garnish: Lime wheel

Gently muddle the basil, mint and simple syrup in a shaker tin. Add the lime juice and ice, and shake until well-chilled. Double-strain into a Collins glass over fresh ice. Top with the Sparkling Lime & Yuzu. Garnish with a lime wheel.

ELEVATE YOUR GARNISH

FRUITY & TART

Red Pepper

Thai Basil Syrup



HERBACEOUS & FRUITY

Lime Chip

Fresh Thyme

Sprig



**Lifestyle image and garnish renders for reference / inspiration*



COCKTAIL NAME

Fever-Tree Premium lorem ipsum
2 oz Consectetur adipiscing elit
2 oz Sed do eiusmod tempor
incididunt ut labore et dolore magna
1.25 oz Ut enim ad nisi ut aliquip
Garnish: Excepteur sint occaecat

- STEP 1:** Duis aute irure dolor in reprehenderit in voluptate velit esse cillum sunt in culpa
- STEP 2:** Dolore eu fugiat nulla pariatur
- STEP 3:** Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt molli

SEASON

SERVED WITH



*Fever-Tree
Premium Tonic*

TYPE OF GLASS



Collins

SUGGESTED SPIRIT UPGRADES

Whisky, Vodka, Gin

COCKTAIL INSIGHTS

- +2%** Duis aute irure dolor in reprehenderit in
- +105k** Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat
- +1.6%** Dolor in reprehenderit in voluptate velit esse cillum sunt in culpa



Sparkling SICILIAN LEMONADE

A superb lemonade made with the finest **Sicilian lemons** for a **crisp & refreshing flavor**. This perfectly balanced cloudy lemonade is crafted to be mixed with the finest spirits but is equally as delicious on its own as a sophisticated soft drink.

SWEETENED WITH FRUIT SUGARS FOR **JUST 40 CALORIES PER 6.8FL. OZ. BOTTLE**. SPARKLING SICILIAN LEMONADE CAN ALSO BE ENJOYED AS A CRISP, REFRESHING SOFT DRINK.

INGREDIENTS: Our lemons are grown in the fertile groves of Sicily, where the ground is enriched by Mount Etna's volcanic soil. We source our lemons across the island. There is a particular concentration of farms to the northwest of the island in Palermo – which had the name Conca d'Oro or the Shell of God supposedly because of the shining gold landscape caused by the abundance of lemons growing. Sun drenches the lemons through the day balanced with cool evenings delivering a deliciously sweet lemon. Sicilian lemons are arguably more fragrant and flavourful than the lemons from the Amalfi coast due to the enriched volcanic soil provided by Mount Etna.

PROCESS & HARVEST: Lemons are handpicked by a small team of pickers using specially designed clippers fit into the size of the palm are used to hand-pick the fruits on wooden ladders to reach all the way up the tree. Beautifully rugged and irregular lemons are picked as they contain more rich oils, whilst the 'perfect' lemons are sent to supermarkets. The lemon oils are subtracted by 'sfumatrice' method. This process involves extracting both the oils from the peel and the juice from the fruit of the Sicilian lemons. The essential lemon oil that we use comes from the Winter Lemon Oil. This is from the Pima Fiore, or the finest of the oil, producing high quality and flavour rich oil.

- **FLAVOR PROFILE**
Bright and zesty, sweet with a more rounded and delicate flavor, no cloying aftertaste
- **AROMA**
Freshly squeezed lemons
- **PROVENANCE**
Sicily

DID YOU KNOW?



- 🌿 The Lemon soft drink market is **\$142M**, and Lemon is in the **top four most popular flavors** for alcoholic drinks in North America
- 🌿 Lemon premium soft drinks have increased **97%** since last year
- 🌿 Fever-Tree's Sparkling Sicilian Lemonade is the **#1** bottled premium lemon item in the market
- 🌿 Fever-Tree's Sparkling Sicilian Lemonade's rate of sale is **growing faster** than all of the competition
- 🌿 With just 1% share of the total lemon category, Fever-Tree's Sparkling Sicilian Lemonade has **huge opportunity** to grow in this space

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, premium tier of lemon-flavored soft drinks



Sparkling CUCUMBER

Crafted from the highest quality ingredients; **fresh cucumber essence** is blended with the gentle bitterness of **Central African quinine** for a wonderfully balanced and versatile mixer. Sparkling cucumber is cooling, crisp and delicate, providing total refreshment, making it the perfect accompaniment to your summer as a mixer or on its own.

SWEETENED WITH FRUIT SUGAR FOR JUST **40 CALORIES PER 6.8OZ BOTTLE**. SPARKLING CUCUMBER CAN ALSO BE ENJOYED AS A CRISP, REFRESHING SOFT DRINK.

INGREDIENTS: At Fever-Tree we focus solely on providing the best and most flavoursome ingredients, for our Sparkling Cucumber we only use a specific slicing varietal of cucumber, grown by specialists in America, renowned for their high yield, uniform appearance

PROCESS & HARVEST: Once harvested our cucumbers are taken only 18 miles from the source to be processed. The fresh cucumbers are processed using a low temperature distillation technique which captures only the purest cucumber essences. It is this accurate process which gives our Sparkling Cucumber a unique fresh green cucumber flavor and sweet vegetal flavor. The hot heat of the South-East of the USA provides the perfect growing conditions for cucumbers.

- **FLAVOR PROFILE**
Delicate, fresh green cucumber, balanced by the gentle bitterness of quinine

- **AROMA**
Fresh & Crisp

- **PROVENANCE**
Florida, USA

DID YOU KNOW?



- 🍷 Nostalgic flavors and sensory experiences are on trend for 2024 – among the top flavors: **CUCUMBER**
- 🍷 The Cucumber flavor within the mixers category has increased **+12%** this quarter
- 🍷 Fever-Tree Sparkling Cucumber is the **#1** cucumber flavored item in the flavor category
- 🍷 Fever-Tree Sparkling Cucumber has the **highest rate of sale** of all 4pks

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, all categories without cocktail mixers



Elderflower TONIC WATER

Elderflower Tonic Water uses essential oils, including from **handpicked English elderflowers** to create a unique, floral balance for the gentle bitterness of the finest quinine from Central Africa.

SWEETENED WITH FRUIT SUGAR FOR **JUST 35 CALORIES PER 6.8FL.OZ. BOTTLES.**

INGREDIENTS: We source our hand-picked Elderflowers from England, where they are grown in abundance. Between May and June every year, a speckling of white flowers appear across hedgerows, a sign of Spring turning into Summer.

PROCESS & HARVEST: To capture the finest elderflower flavor, we source elderflowers that are hand-collected between May and June when the region is in full bloom and most fragrant. The unique flavour extraction process begins within hours of picking, to ensure that none of the delicate floral flavor is lost.

- **FLAVOR PROFILE**
The delicate and sweet flavor of Elderflower is perfectly balanced by the soft bitterness of the quinine

- **AROMA**
Delicate, floral

- **PROVENANCE**
England

DID YOU KNOW?



- 💡 The use of **Elderflower** as a flavor in gin-based drinks has grown **2x** since last year
- 💡 The Elderflower flavor within the mixers category has grown **28%** since last year
- 💡 Fever-Tree has the **#1** selling elderflower item in the category based on dollars, growth AND rate of sale
- 💡 Fever-Tree's Elderflower cans rate of sale has grown **more than** Premium Tonic AND Ginger Beer

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sales, abelei blog: Elderflower and its Trending Emergence, Top Cocktails & Flavor Trends by Spirit dsm-firmenich



DISTILLERS COLA

We wanted to make a Cola that would do justice to the craftsmanship that goes into producing great whiskey & rum, creating a liquid made with the best **naturally sourced ingredients** that would allow the **subtle & characterful flavors** of these unique spirits to shine through. Made with a blend of **Caribbean kola nut** and **Mexican lime**, the result is a cola **rich & complex in flavor**, with the perfect level of sweetness to complement and elevate whiskies & rums from the finest distilleries.

INGREDIENTS: The majority of the global supply of kola nuts come from West Africa. Typically, they are grown in cultivated environments for higher yields and as a result, often are exposed to pesticides in the soil. By contrast, we have carefully selected our Kola nuts from Jamaica which are grown in the wild and benefit from the fertile soil of Jamaica's rich land. By sourcing kola nuts from Jamaica, we are able to guarantee the natural growing conditions which results in a superior product.

PROCESS & HARVEST: Harvesting happens between July to September. Pods from trees fall to the ground to be collected. The outer pod can then be opened to reveal the nuts inside, these range from white to dark pink or purple in colour. When ripe each nut will naturally split in two. Once the pod is opened the nuts are taken out of the pod & laid out in the sun to dry turning a dark brown.

- **FLAVOR PROFILE**
Rich and spiced with refreshing lime and complex spices including nutmeg and cinnamon finish with a hint of vanilla

- **AROMA**
Zesty lime & subtle spice

- **PROVENANCE**
Jamaica

DID YOU KNOW?



- 🌿 Cola is the **#1 Mixer Segment Opportunity** – 2X bigger than Ginger Beer and Ginger Ale combined.
- 🌿 Among mixed drink consumers, **Rum & Cola** and **Whiskey & Cola** are the **#1 and #2 most-consumed cocktails**.
- 🌿 **Award-winning:** San Francisco International Spirits Double Gold 2022, Beverage Testing Institute Gold Medal 2022, NY International Spirits Competition Double Gold 2021

SOURCE: Nielsen, 52 w/e 10/07/23, Total US xAOC, \$ sale



Classic MARGARITA

Crafted with the finest **Mexican Limes, Mexican agave & a touch of Spanish sea salt**. Expertly blended, creating the perfect balance of sweet & tart for a deliciously, refreshing Margarita.

Light MARGARITA MIX IS MADE WITH **58% LESS SUGAR & CALORIES PER 6.8FL. OZ. BOTTLE** THAN CLASSIC MARGARITA MIX.

INGREDIENTS: We source our limes from Mexico, renowned for their high-quality, flavorful and juicy fruits, a result of the temperate climate that provides the necessary warmth, moisture and soil conditions for limes to thrive.

With bright acidity and an intense, tart flavor, our limes have the perfect balance of zesty sharpness and sweetness.

PROCESS & HARVEST: Harvesting limes requires precision and care to ensure that the fruits are picked at the peak of ripeness to preserve their flavor, appearance, and quality. The farmers constantly monitor the lime trees to determine the optimal time for harvesting. After harvesting, the limes are sorted to remove any damaged, overripe, or underripe fruits. This sorting process ensures that only high-quality limes proceed for further processing and distribution

DID YOU KNOW?



- 🍷 Fever-Tree is now the #9 brand in the category after less than 7 months in the market
- 🍷 Margarita market size annually is huge! **\$275m in Nielsen alone and 105M drinks sold each year** just in the off-premise
- 🍷 Margaritas are the country's **most popular cocktail**. The average American drinks 30 margaritas per year
- 🍷 87% of consumers chose the **margarita as their favorite tequila cocktail**

SOURCE: Nielsen, 4 and 52 w/e 10/07/23, Total US xAOC, \$ sales; <https://shorturl.at/DGJT6> Shane Co Survey

FLAVOR PROFILE

Zesty and tart, balanced by the perfect level of sweetness with a distinctive citrus kick

AROMA

Zesty Limes

PROVENANCE

Mexico

Premium BLOODY MARY

Classic Bloody Mary Mix is crafted with the finest **Californian tomatoes** & a unique blend of spices for a complex, yet balanced flavor. Simply mix with vodka for a deliciously bold & spicy Bloody Mary.

ONLY **50 CALORIES PER SERVE.**

INGREDIENTS: The Golden State of California is the tomato capital of the nation. Warm, sunny days, and cool nights, coupled with California's fertile soils create the perfect growing conditions for tomatoes.

The combination of favorable climate and fertile soil contributes to the growth of flavorful and robust tomatoes. Juicy and succulent with a delightful sweetness, balanced by a pleasing level of acidity that provides a tangy, slightly tart taste.

PROCESS & HARVEST: The long, sunny days and dry conditions are ideal for a healthy growing season and allow for extended harvests of 90 to 100 days allowing growers to execute tightly coordinated harvesting and processing.

DID YOU KNOW?



- 🍷 In the On-premise, Bloody Mary's on US bar menus have increased nearly 5% in the last year alone and Bloody Maria's (tequila) are up nearly 10%
- 🍷 Market size is over **\$90 million annually**
- 🍷 Fever-Tree Bloody Mary Mix outrotates Q's offering
- 🍷 **73% of Americans** enjoy Bloody Marys

SOURCE: tinyurl.com/mr8mx9b3 Red Gold Food Service; Nielsen, 52 and 4 w/e 10/07/23, Total US xAOC, \$ sales; www.paysbig.com/blog/bloody-mary-preferences paysbig.com



- **FLAVOR PROFILE**
Fresh, juicy tomatoes with a kick of spice for a full-bodied, complex flavor

AROMA

- Fresh and tangy with a hint of spice

PROVENANCE

California