



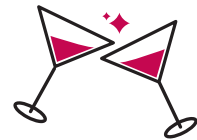
TIPS FOR THE NO / LOW ALCOHOL TREND

01 USE EXISTING INGREDIENTS



Utilise the already widely available and expertly made non-alcoholic spirits in the market. Single- or zero-unit alternatives are a great way to expand drink options. For example, substitute or split 50/50 of your Tanqueray gin with Seedlip for a Gin and Tonic.

02 UP YOUR GLASSWARE GAME



Today, non-alcoholic cocktails contain the same level of complexity as their alcoholic counterparts, therefore make sure the glass properly represents the style of drink.

03 EXPERIMENT



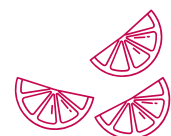
If you are lucky enough to have modernist equipment in the bar, such as rotary evaporator or sous vide circulators, have fun experimenting with the flavour and mouthfeel of drinks using no or low alcohol ingredients.

04 AN UNBIASED MENU



Integrate drinks creatively throughout your menu. Too often, non-alcoholic cocktails are dumped into a small section right at the back of the menu, almost apologising for being there.

05 BE FLAVOUR FOCUSED



When developing no / low alcohol cocktails, approach them with the same level of attention as their alcoholic counterparts. This includes the craft that goes into drawing out the best flavours.