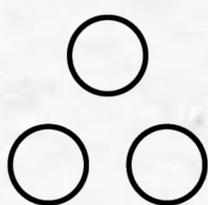


THE LOWDOWN: MASTER THE ART OF NO AND LO

No alcohol, no problem.
Follow these top tips to help you create complex, balanced low and no drinks and showcase them on your menu!



KNOW YOUR OPTIONS

- Develop** your knowledge on the non-alcoholic or low proof **alternatives** you can use to craft low and no drinks.



BALANCE IS KEY

- Reconfigure** your approach to balance to remove the alcohol from the heart.
- Decide on the **flavour profile** you want to achieve and carefully select complimentary ingredients to create that.



REVISIT THE CLASSICS

- Start by **replicating simple classic drinks** that have a lower abv to begin with, like a gin and tonic and replace the alcohol with a zero-proof alternative.



CONSIDER MOUTH FEEL

- Think of **texture** in your drinks. For example, tannins from tea or a hint of sugar. Edible garnishes are also a great way to add more texture and interest to your serve.



GIMME SOME SUGAR

- Sweeten the drink without adding sugar by using **natural or modified substitutes** such as agave syrup, maltitol, cane juice or brown rice syrup.



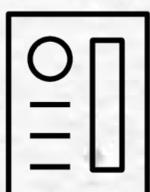
MIX WITH CARE

- Decide if your drink is low sugar or low calorie. This will inform the mixer you choose – for example soda water is a great low calorie mixer.
- Tonic water and fruit juice are a good combination. Try Pomegranate or Cranberry juice and tonic for something sweet or Lime juice and tonic for a bitter edge.



IT'S ALL IN THE NAME

- Name your low or no serves with **descriptive language** - this helps elevate the drink to the stature it deserves.
- Pick a name** that suits your venues **vibe and culture**, for example: Virgin Cocktails, Spirit free, Booze Free, Zero Proof etc.



MENU POSITIONING MATTERS

- Integrate** low and no drinks creatively throughout your menu rather than placing on the last page.
- Make sure you use **dietary requirement notes or symbols** where appropriate to show their significance.



READY TO RECOMMEND?

- Train your team** on the serves and ensure they can expertly recommend them to customers.
- Offer tastings**, this can help change perceptions.