



Drinks for Everyone

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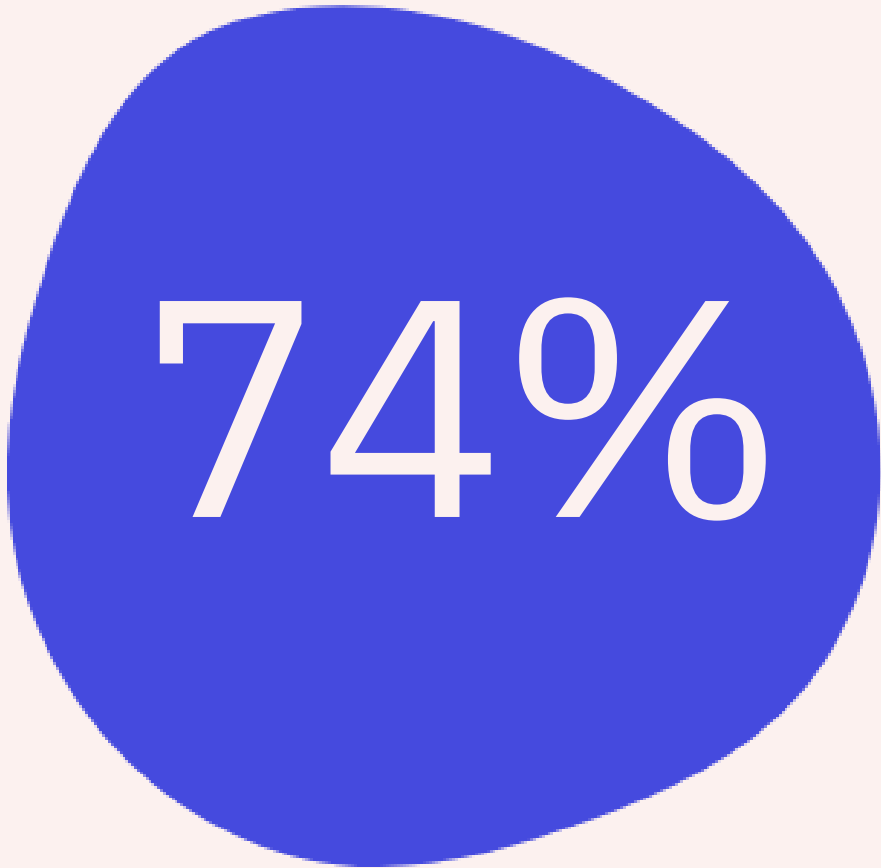


Majestic
wines • beers • spirits



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Active moderation is happening across all age groups. Moderation is now a changed behaviour, not a fad.



of UK adults are doing things to *ACTIVELY MODERATE* their alcohol consumption to some extent in 2024



LOW+NO / 2024
DRINKING DIFFERENTLY

Source: KAM Low+No: Drinking Differently 2024

KAM **LUCKY SAINT**

But younger people are also more likely to not drink at all

1 in 7 (15%) of UK adults do not drink alcohol, up from 14% in recent years and 12% in 2018

Who is more likely to not drink alcohol?



Age

One in five (19%) of 18-34 year olds don't drink alcohol, compared to 13% of 35-54 year olds and 14% of those aged 55+



Ethnicity

33% of UK adults in a non-white ethnic group do not drink alcohol, significantly higher than the proportion when of adults from a white background (13%)

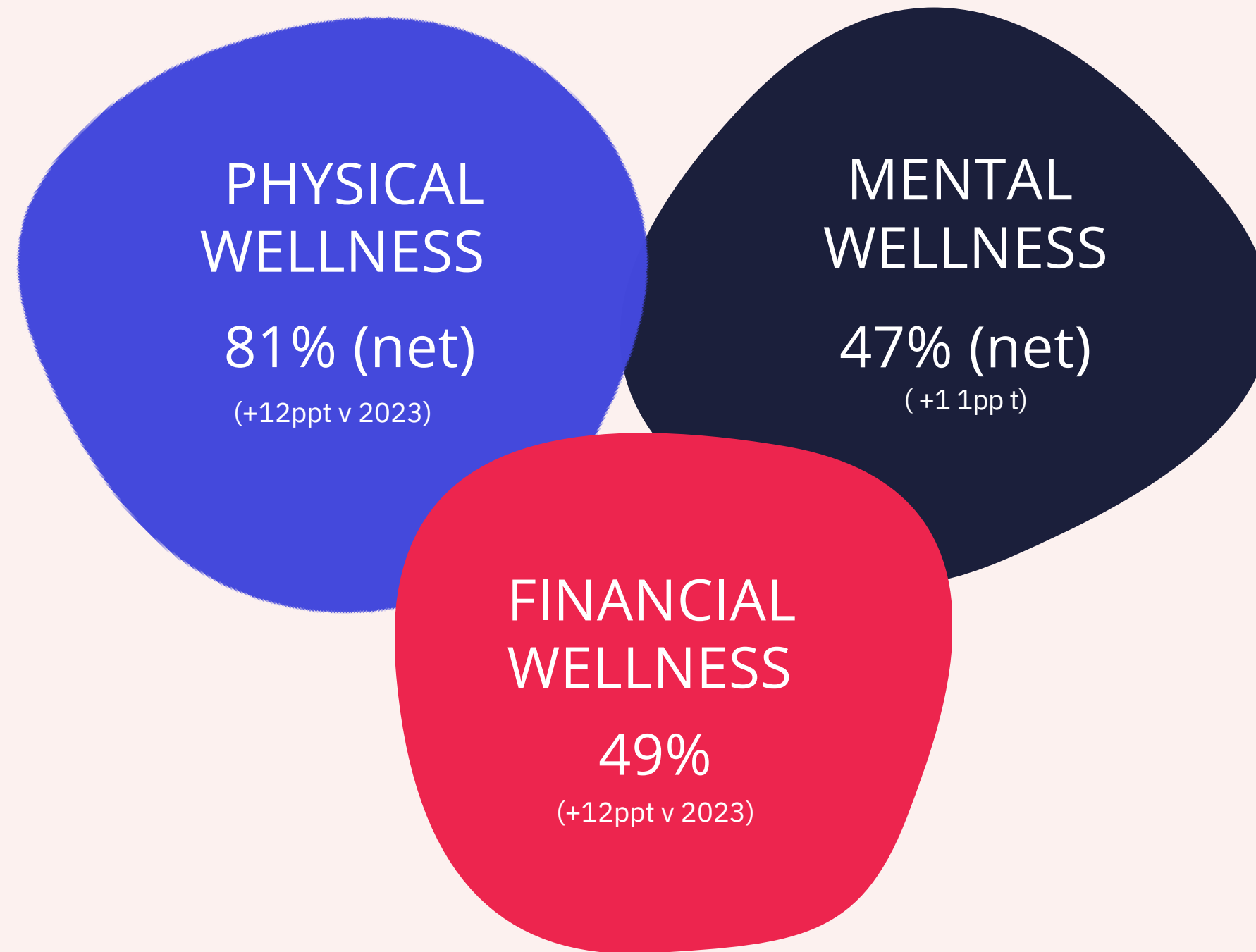


Health

- 22% of UK adults with a disability or health condition do not drink alcohol, compared to 13% with no health condition
- 19% of UK adults who screen positive for depression or anxiety (PHQ-4) do not drink alcohol, compared to 14% of people who screen negative

drinkaware

There are three **core motivations** to moderate and go sober.



Health is the biggest reason that people give up drinking alcohol

Closely followed by not liking the physical effects it has on them

Top 6 reasons given for giving up alcohol



Non-drinkers are unlikely to experience pressure to drink from others

- One in ten (12%) indicate that they always/often get asked to explain or justify why they aren't drinking alcohol (63% rarely or never)
- Just 7% always/often feel pressure to drink alcoholic drinks even if others know that they don't drink (80% rarely or never)



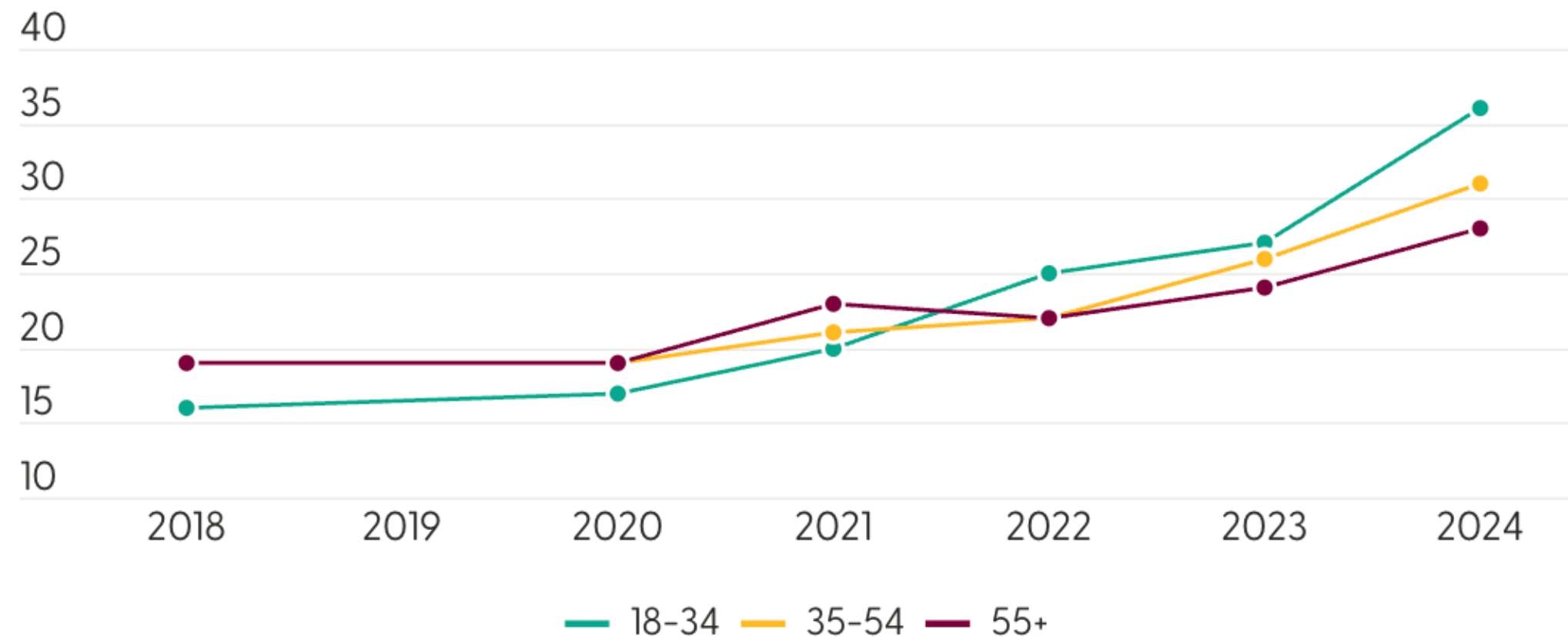
3 in 10 (31%) of UK drinkers are drinking non-alcoholic beer, wine or spirit substitutes, up from 25% in 2023 and 18% in 2018, and over three-quarters (77%) of those who do so feel it is effective as a moderation technique



Drinking either lower strength alcohol drinks or non-alcohol substitutes is higher amongst younger drinkers; a third (36%) of 18-34 year olds who drink alcohol drink non-alcohol substitutes compared to 28% of drinkers aged 55+

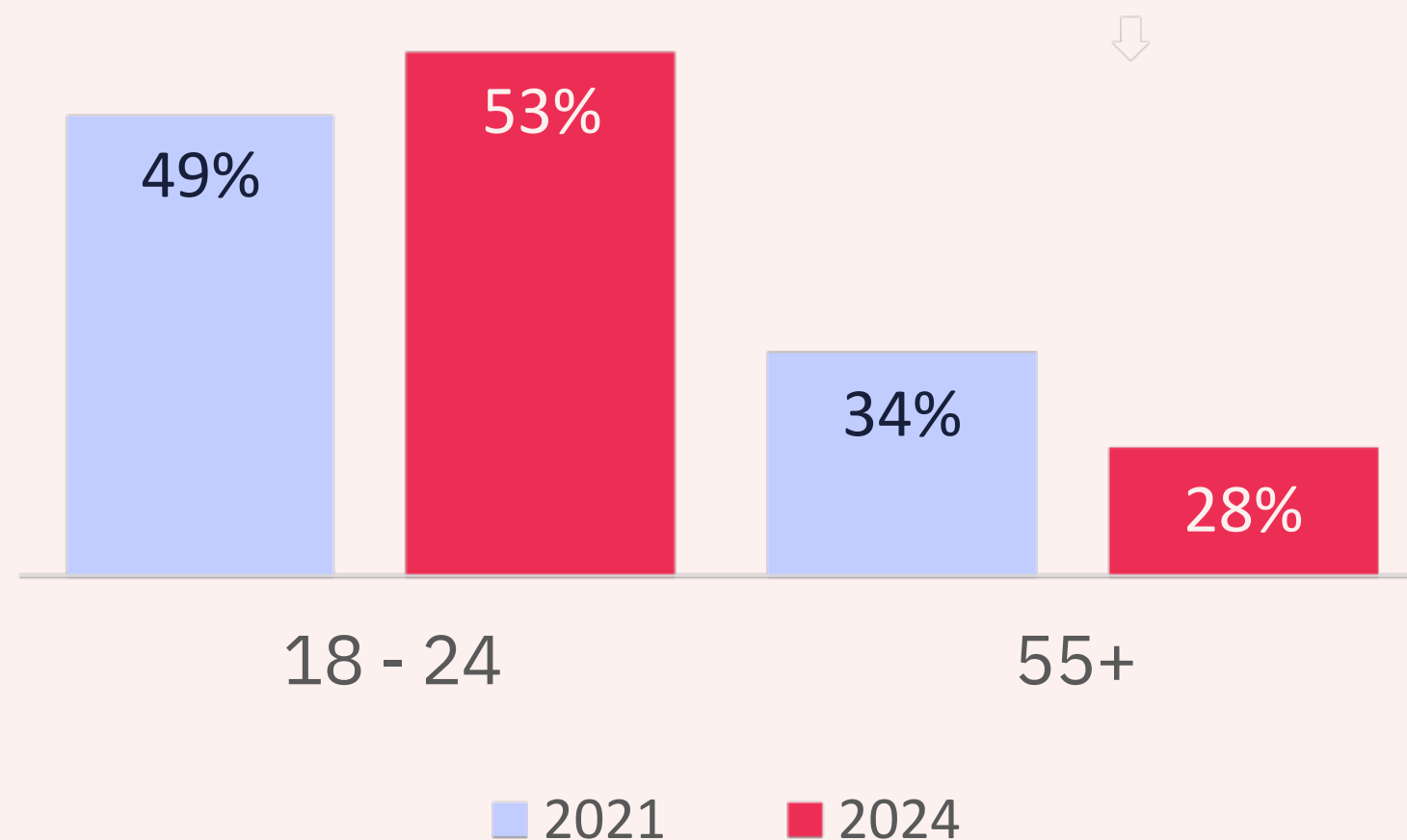
Use of non-alcoholic substitutes as a moderation technique has more than doubled amongst 18-34 year olds since 2018

% currently drinking non-alcoholic beer, wine or spirit substitutes by age



Despite declining alcohol consumption, 18-24 year olds continue to be the most frequent visitors to pubs and bars.

% of UK adults who visit a pub or bar once a week or more



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KAM LUCKY SAINT

Moderation Tactics

How Brits are moderating their alcohol consumption on a night out.

zebra striping

noun — /zeb-rah STRIGH-ping/

- the practice of alternating between alcoholic and alcohol-free drinks on the same drinking occasion in order to moderate alcohol consumption

going low

noun — /GOH-ing loh/

- the practice of actively choosing lower ABV drinks on a drinking occasion in order to moderate alcohol consumption

book-ending

noun — /buuk end-ing/

- the practice of starting and finishing with an alcohol-free drink on a drinking occasion in order to moderate alcohol consumption

We're moving away from 'booze-centred' socialising.

30%

of UK adults have participated in an activity-led occasion in a pub or bar

30%

of UK adults have visited a dedicated competitive socialising venue

**NORMALISING NOT
DRINKING**

BE BE BE

KEY CONCEPTS

Scope of the CAMPAIGN

- Encourage mindful drinking
 - Reduce peer pressure & stigma around not drinking
 - Provide practical methods
 - Showcase alcohol-free drinks
- + the venues that serve them



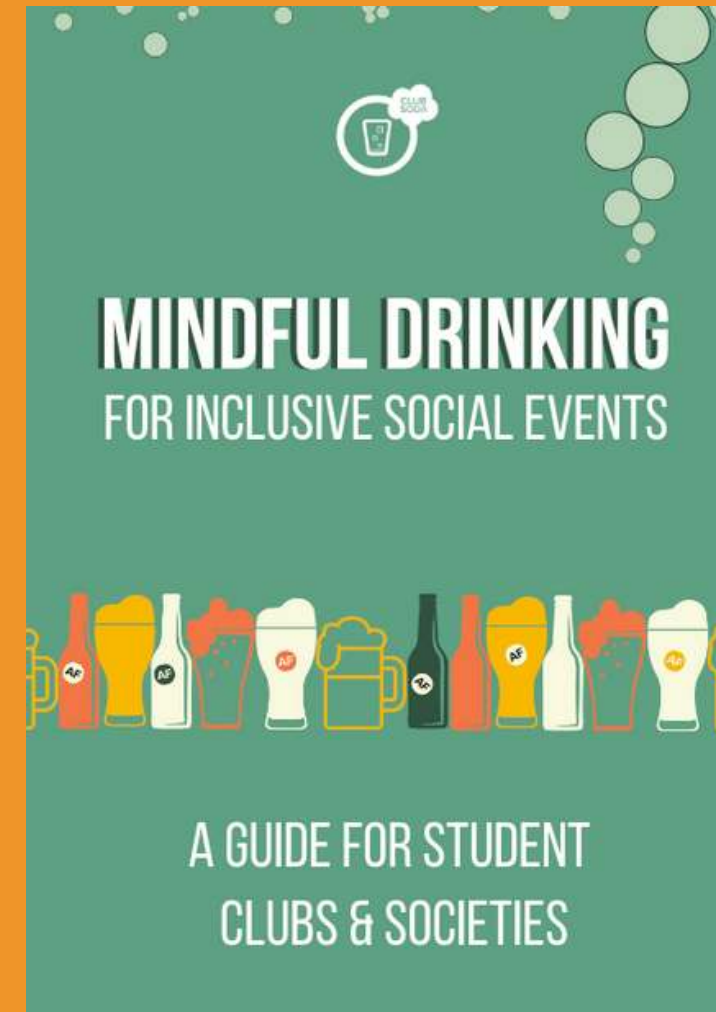
THE BE REBEL AF MESSAGE

NOT ONE TO FOLLOW THE CROWD? DEFY THE NORM! IT TAKES A SELF-ASSURED SOUL TO DRINK LESS OR STAY ALCOHOL-FREE DURING FRESHERS' WEEK WHEN MANY WILL GET DRUNK TO CELEBRATE, TO FIT IN, OR TO HELP TAKE THE EDGE OFF SOCIAL INHIBITIONS.



BOURNEMOUTH & UEA

- Focus groups helped us set the tone and language
- Halls Fridge Fill
- Newspaper
- Alcohol-free bars throughout Freshers' Week.
- Mindful Pub Crawl with Millie Gooch and Scott Pearson
- Bar staff and Clubs and Societies training
- Social media & content plan to create interest ahead of Freshers' Week, working with SUBU & ResLife social teams..



MAKING AF MORE VISIBLE & NORMAL

- Focus on normalising not drinking rather than telling students not to drink.
- Move with the tide and help to move it faster
 - events policy inc comms
 - bullying policy
- Ensuring Choice everywhere on campus (AF & Mid-strength)
 - Departmental drinks receptions (catering)
 - Student Shops
 - All Bars make it visible and equalise offers
- Work with Local Networks (T&G etc) to ensure student venues/supermarkets promote choice.
- NUSSL allows local exemptions - use them



40%

of customers say if venues improved the visibility of low and no drinks it would encourage them to try them*

52%

needed to actively search for alcohol-free spirits when looking at the bar (19% said the alcohol-free spirits weren't visible at all)

CONSUMER EXPECTATIONS ARE LOW. YOU NEED TO MAKE NO/LOW VISIBLE



Of venues who stock alcohol-free spirits **don't list them on their menu**



Of venues who stock alcohol-free spirits **don't feature ANY alcohol-free cocktails** on the menu

AND EQUALISE OFFERS

drinkaware.co.uk

joinclubsoda.com

An introduction to Drinkaware's Publican Training Guide

Support low and alcohol-free sales in venues

The rise of low-alcohol and alcohol-free drinks presents pubs and bars with an exciting opportunity to expand their range.

To help you support your managed and leased and tenanted venues in navigating this growing category, Drinkaware and Club Soda have worked together to speak to industry professionals across the country.

The information we have gathered has been distilled into an accessible training guide, offering practical tips and featuring videos of real people from the on-trade sharing their successful strategies.



Developed in partnership by

drinkaware

Drinkaware is the leading alcohol education charity which aims to reduce alcohol-related harm in the UK by helping people make better choices about their drinking.

Club Soda

Club Soda is a social impact business. They were created to help to make the world a better place for people who are drinking less or not at all. They own a Low and Alcohol-Free Tasting Room in London to help venues and customers find the right drinks.

How to
**Drink
Mindfully**

joinclubsoda.com/trade

HOW TO CONTACT ME

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