The Grocer

Soft drinks

REFRESHINGLY FUNCTIONAL



MYPROTEIN
No.1 Sports Nutrition brand in the UK[1]

WONDERFUEL
From the UK's No.2 Squash brand[2]

VITHIT
No.1 Vitamin Drinks brand in the UK[3]

1 Euromonitor International Limited; Consumer Health 2026 edition, retail value sales (RSP), all retail channels, 2025 data. 2 Nielsen IQ, Squash Category, Total Coverage MAT 05.09.26. 3 Single-serve formats below 750ml, Food Strategy Associates analysis; Circana Market Data 52 w/e 24 Jan 26. Major multiples & convenience. Vimto and Wonderfuel are registered trade marks of Nichols plc. Vit Hit is a registered trade mark of Vit Hit Limited, a member of the Nichols plc group. MYPROTEIN is owned by THG Nutrition Limited and used under licence by Nichols plc.

Nichols

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Refreshingly functional

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As functional health and wellbeing move firmly into the mainstream, Nichols is scaling through trusted benefits, familiar behaviours and decisive portfolio action.

Consumers increasingly want drinks to do more than refresh. Nichols' category driver 'Enhance Body & Mind' is sized at £4.09bn, representing 27% of soft drinks spend, and has grown by £229m year on year[1]. As the largest driver by spend within the soft drinks category, it reflects a broader shift towards products that actively add positive health benefits.

Functional beverages are one of the clearest manifestations of that trend, up 10% between 2025 and 2026, and forecast to be worth £10bn by 2033[2]. That momentum is powerful evidence that functionality is expanding beyond traditional health-led occasions and increasingly influencing hydration, refreshment, enjoyment and a wider range of everyday drinking moments.

Importantly, consumers increasingly want those benefits delivered through products that already fit naturally into their lives. Research has found that 52.5% of UK adults who had consumed soft drinks in the previous month would rather drink a soft drink with health benefits than take a vitamin or mineral supplement offering the same benefits[3]. Meanwhile, 'high protein' ranks as the most appealing health claim in the UK, while vitamins and immunity remain highly relevant consumer needs[4].

Together, these trusted benefits help close the intention-action gap, says Nichols marketing director Angela Reay, and that is where the opportunity lies. "Consumers are looking for credible benefits that feel natural, relevant and easy to adopt," she notes.





"Consumers are looking for credible benefits that feel natural, relevant and easy to adopt. We focus on benefits people already understand and actively seek, then act with conviction to build meaningful scale and breadth around them"

"We focus on benefits people already understand and actively seek, then act with the conviction to build meaningful scale and breadth around them."

Nichols has translated this into three significant portfolio moves in just two years. Vimto Wonderfuel launched into Squash in March 2025, adding vitamins to every glass and offering families a simple, affordable way to upgrade all-day hydration. Myprotein Protein Water, launched in September 2026 through a licensed partnership with the UK & Europe's No.1 sports nutrition brand[5], delivers 15g of Clear Whey protein per 500ml bottle and offers a light, refreshing way to get meaningful protein on-the-go.

The acquisition of VitHit adds a scaled, market leading vitamin-fortified drinks brand that has almost doubled in size since 2021[6]. It helps to broaden Nichols' reach across the category and underlines the pace, confidence and scale of its response, notes Reay.

"Functional health and wellbeing is becoming a defining driver of growth for soft drinks," she concludes. "By combining trusted benefits with familiar drinking behaviours, we can make functionality more accessible, accelerate adoption and unlock meaningful long-term value for shoppers, retailers and the category."

Source

1 Worldpanel Usage, IH + OOH, Total Soft Drinks, 52 w/e February 2026
2 Nielsen IQ; Value Sales; Energy, Pure Juice, Sports, Coffee RTD, Drinking Yogurt, Milk Drinks, Kefir, Water, RTD, Flavoured Carbonates categories, Total Coverage market, 12 months MAT to 16.05.26
3 Mintel Soft Drinks Review UK 2025
4 MMR Research Functional Research March 2025
5 Euromonitor International Limited, Consumer Health 2026 edition, retail value sales (RSP), all retail channels, 2025 data
6 Single-serve formats below 750ml, Food Strategy Associates analysis; Circana Market Data 52 w/e 24.01.26. Major multiples & convenience

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This supplement to The Grocer was published by:
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PRINTERS: Walstead Peterborough

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Analysis

Healthier hydration



With shopper focus increasingly on the functional aspects of what they consume, suppliers are keen to emphasise that taste and hydration are still the key drivers in the soft drinks category

It has been a strong year for soft drinks, with sustained category growth and particularly strong demand during periods of high heat and a packed sporting calendar, says John Gunton, head of sales – grocery mults at Suntory Beverage & Food GB&I. "Together, these factors created more occasions for people to reach for refreshment, hydration and energy, helping to drive sales across the market," he says. "During the summer months, soft drinks see a significant jump in sales, typically rising about 27%[1] compared to the rest of the year (excluding December). Energy drinks in particular saw a strong performance during this year's hot weather, with value sales up 13.2% and volume up 7.2% in July 2026 versus the previous year[2]."

Major sporting fixtures also boosted soft drink sales over the summer, with 63% of households tuning in to live sport[3], he adds. "Soft drinks increased their value share of beverage sales by 5% during these fixtures[4], while late-night matches drove additional demand with 31% of consumers choosing a soft drink in these moments[5]."

Soft drinks continue to be a major growth engine in Great Britain, says Rob Yeomans, VP commercial development at Coca-Cola Europacific Partners GB (CCEP). "The category is now worth £15.33bn and has added £1.04bn in incremental retail sales value over the last year[6]," he says. "That performance reflects the breadth of occasions soft drinks serve. We're seeing consumers moderating their alcohol intake, prioritising hydration and seeking energy and functional benefits, while younger shoppers in particular are increasingly embracing chilled alternatives to traditional hot drinks, such as RTD coffee. This makes soft drinks uniquely placed to meet those changing needs throughout the day."

Within those overall figures he points to energy drinks as one of the most dynamic areas of soft drinks, now worth more than £2.6bn to retailers in GB[7], with flavour and zero sugar innovation continuing to broaden the category's appeal.

Energy drinks remain a crucial part of the soft drinks fixture, with flavour innovation and demand for lower-sugar options giving shoppers more reasons to explore the category, says Sam Brothers, product manager – drinks category at Supreme, the licensee for Tonino Lamborghini Energy Drinks. "The ever-increasing warm weather creates additional opportunities for



chilled immediate consumption," he says. "For retailers, the priority is converting those occasions into sales through strong availability, clear visibility and a range that combines established favourites with something different."

Soft drinks continue to be one of the most resilient categories, outperforming the wider industry across almost every channel[8], and this year was no different, agrees Ben Parker, VP sales – off trade at Carlsberg Britvic. "In grocery, the category continued to benefit from shoppers visiting stores more frequently and soft drinks have held their own, even as consumers have become more selective about what they buy. The packed sporting calendar also created even more opportunities to enjoy soft drinks, from watching matches at home and

Performance of mineral water, mocktails and more

Over the summer, shoppers spent £1.18bn on soft drinks, with mineral water sales growing +26% in value[i], says Alison Reilly, marketing director at Belvoir Farm. "This performance is driven by growth in both cordials and adult soft drinks. In particular, adult soft drinks grew penetration by 7% to 45.6%[ii]."

RTD mocktails in cans also continue to grow... and functional drinks continue to boom as consumers seek healthier options, she adds.

At innocent drinks, Nicki Garland, head of UK & Ireland reports that the chilled juice and smoothie category is now worth £1.62bn, growing 4.2% year on year, while volume has also returned to growth in the latest 13 weeks[iii]. Increased penetration and more favourable weather have also contributed to a "meaningful return to volume-led growth recently", she says.

The functional shots category has continued its strong growth trajectory over the past year, reaching £105.3m in value[iv] with Moju accounting for 43% of total growth over the last 52 weeks[v], according to marketing director for the brand Jon Marchant. "Established naturally functional ingredients continue to underpin the category, with ginger- or turmeric-led SKUs accounting for 69% of functional shots sales[vi], demonstrating the continued importance of these core ingredients as the category scales," he says.

This summer has seen water and energy grow by 11.5% vs YA[vii] as consumers sought to increase both their hydration and energy levels, says Ganesh Jillah, category marketing manager – EMEA at Nutrabolt, owner of the C4 energy brand. "In what has been one of the hottest summers on record, sports & energy sold 40m more units from May to September vs last year[viii], as a direct result of the elevated temperatures," he reveals.

The water category has had another strong year, with mineral water value up 11.5%[ix], reveals Aqua Carpatica international brand director Alina Balatchi-Lupascu. "The exceptionally hot summer provided a further boost, with value sales up 26.1% in the latest four weeks[x].

> "Iced tea is becoming an everyday drink in the UK rather than a holiday memory"

Coconut Water is one of the fastest-growing categories within UK soft drinks, delivering +37.6% value growth[xi], reveals Tim Rees, managing director EMEA at All Market Europe, owner of the Vita Coco brand. "Growth has accelerated further over the latest 12 weeks to +53%[xii]," he reveals. "The coconut water category continues to be one of the standout performers within soft drinks. This summer has been particularly strong, with warmer weather, a busy sporting calendar and growing consumer interest in functional beverages all contributing to increased demand."

"Iced tea has had a strong year, and so have we, with Harry Brompton's revenue up around 40% year to date[xiii], says founder Ian O'Donohue. "The hot summer clearly helped us and the chiller as a whole. Sporting fixtures add impulse and sharing moments, but the bigger story is structural: iced tea is becoming an everyday drink in the UK rather than a holiday memory. With younger consumers increasingly drinking their tea or coffee cold, and major hot tea brands moving into the chiller this year, it tells you where the category is heading."

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getting together with friends and family, to simply looking for something cold and refreshing on a hot day while watching a game."

SHS Drinks marketing director Scott Bell says the exceptionally hot summer provided a significant boost to soft drinks sales as shoppers sought hydration and refreshment. "Consumers spent £1.8bn on soft drinks in the four weeks to 8 August, with flavoured non-carbonates among the strongest performers, up 22%[9]," he reveals.

As for fruit-flavoured carbonates, these grew value by 5.2% to £1.66bn in the 52 weeks to 8 August 2026[10], but volume fell 2.1%[11], according to Hip Pop brand manager Ailsa Inglis. "With average prices up around 7.4%, that growth is being carried by price rather than by more drinks being sold[12]," she says. "The real momentum is in functional and premium, up 31.9%[13], and that's where Hip Pop sits."

Tropicana marketing director Liz Ashdown agrees that warmer weather and a busy sporting calendar have provided natural occasions for refreshment, but adds: "These moments are increasingly sitting alongside a much broader set of reasons to choose a drink – from breakfast and on-the-go refreshment to hydration and more functional occasions. While seasonal peaks undoubtedly bring more shoppers into the category, we think the longer-term opportunity comes from understanding the different occasions that juice can serve throughout the day."

Healthier and functional

"The non-alcoholic drinks market is increasingly focused on delivering benefits, with energy, gut health and hydration claims showing up across a much wider range of drinks than ever before," says Angela Reay, marketing director at Nichols. "Protein is also gaining momentum, with brands exploring ways to bring convenient protein into everyday beverage occasions beyond traditional shakes, particularly through RTD coffee, flavoured water and tea formats. At the same time, category boundaries are blurring, with hybrid products combining formats, functions and occasions to create new drinking experiences."



"Health expectations are evolving beyond 'better for you' choices based primarily on removing perceived negatives," she adds. "Consumers increasingly want drinks to offer clear, credible and positive benefits. Functionality is broadening beyond established areas such as energy, hydration and physical performance into gut health, cognitive health, mood management and relaxation."

In the functional shots category, proactive health continues to be a major trend, as consumers increasingly look for convenient ways to support their health and wellbeing goals, says Moju's Marchant. "The proportion of consumers seeking functional benefits has nearly doubled from 13% to 24% since 2024[14]. That shift is helping drive growth in functional shots, as shoppers look for convenient ways to incorporate functional benefits into their everyday routines. However, as functional becomes more mainstream, maintaining consumer trust and credibility will be critical... with clear, credible functionality and education increasingly important," he adds.

> **"Although consumers are clearly looking for more purposeful drinks... functionality on its own is not enough to create lasting demand"**

One of the clearest trends is that shoppers want the reassurance of brands they know and love, while also looking for more choice within those brands, says CCEP's Yeomans. "It's not about choosing between a strong core and innovation – the strongest brands do both. Zero sugar is an important part of that evolution. Nearly half of our brands' sales over the last year have been driven by zero sugar formats[15]."



Exotic, citrus, globally inspired

Some really exciting flavour trends are emerging, particularly from markets like Asia and Australia, that are beginning to make their way into the UK vernacular, says Remedy Drinks MD UK & Europe Santino Luciano. "Yuzu and pomegranate are great examples. They feel fresh, modern and distinctive, but they're also flavours that can work beautifully in soft drinks without compromising on drinkability.

"At Remedy, staying at the forefront of taste trends is important, but we don't believe in blindly following trends for the sake of being on-trend," he adds. "The real skill is understanding which trends will genuinely resonate with your target consumer and, importantly, which ones fit your brand. When we launched Yuzu Lemon in Sodaly and Pomegranate in kombucha, no one ever imagined they would rise to be Remedy's best selling SKUs within a matter of weeks."

Flavour innovation is becoming more adventurous as consumers grow familiar with a wider range of cuisines and ingredients, says SHS Drinks' Bell. "Exotic and globally inspired profiles are gaining ground, alongside premium botanicals and more sophisticated combinations."

In the functional shots category, ginger and turmeric remain fundamental but consumers are also looking for variety without compromising on the functional benefit they expect from the format, says Moju's Marchant. "We've seen that play out in our range, with the success of Honey Lemon Immunity and continued growth of Hot Mango Immunity, attracting new shoppers to shots and demonstrating the appetite for new flavour profiles alongside established functional ingredients."

Consumers are becoming more adventurous, but familiar flavours with an unexpected twist remain particularly appealing, says Aqua Carpatica's Balatchi-Lupascu.

"Citrus and vibrant fruit profiles offer freshness and discovery without moving too far from tastes shoppers already enjoy," she observes.

One ingredient that has exploded is matcha, says Harry Brompton's O'Donohue. "From a flavour perspective, consumers are starting to look to more exotic flavours, with mango, yuzu, fiery ginger or even turmeric resonating."

Although consumers are clearly looking for more purposeful drinks... functionality on its own is not enough to create lasting demand, says Ben Pegram, UK sales lead at Holy Softdrinks. "The products that endure will combine a clear and credible benefit with great taste, zero sugar, convenience and a role in an everyday routine," he notes. "The biggest trend is the convergence of great taste, zero sugar and function. Consumers are looking for drinks that fit specific moments, whether they need energy, hydration, refreshment or an alcohol-free option for social occasions."

People increasingly want products that support their wellbeing while fitting seamlessly into everyday life, agrees Vita Coco's Rees. "Wellness and healthier lifestyle choices are becoming increasingly important, particularly among younger consumers," he says.

Interest in healthier and functional soft drinks is growing, but flavour and refreshment remain the main purchase drivers, observes SHS Drinks' Bell. "Any added benefit therefore needs to be credible and clearly linked to the ingredients, rather than presented as a standalone claim," he says.

Gut health is at the centre of the interest in healthier and functional options, according to Hip Pop's Inglis. "Consumers increasingly see the gut as the control centre for energy, immunity and weight management," she says. "UK fibre intake sits around 40% below recommended levels[16], which is a daily nutrition gap that drinks can help close. The key to staying relevant long-term is taste. 92% of consumers cite taste as their primary motivator[17], and when a drink becomes part of someone's daily routine they won't compromise on it. Functional benefits get people to try a drink; taste is what brings them back."

"Taste still has to come first," agrees Radnor Hills, sales and marketing director Chris Sanders. "Innovation may encourage someone to pick a product up for the first time, but it is taste that brings them back. We will add benefits where we believe they genuinely improve the proposition rather than simply because an ingredient happens to be on-trend."

innocent's Garland feels consumers simply don't want to compromise on taste, although still seeking choices that support their wellbeing. "We call it 'better for you indulgence'," she says. "This aligns closely with the wider rise of 'little treat' culture where consumers are seeking affordable moments of enjoyment throughout the day."

Well over half (61%) of soft drink purchasers would like to see more soft drinks with additional health benefits[18], says Suntory's Gunton. "This desire for 'something extra' is particularly strong among young adults, with interest in functional soft drinks peaking at 77% among 16- to 34-year-olds[19]. Consumers are primarily

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looking to soft drinks to provide the benefits they need, with two-thirds (67%) preferring to drink a soft drink with added health advantages rather than take a vitamin supplement offering the same effect[20]."

"More than ever before consumers are focused on healthier and functionally driven drinks options," says Chris Laidlaw, co-founder of Mockingbird Raw Press. "Mockingbird has recently launched into Morrisons a range of three shots which are vitamin-powered and offer 50% veg that are off to a really strong start. This range was launched off the back of research demonstrating the demand for a functionally driven vitamin offering in the shots category and overall stronger nutritional profile. We saw the shots category in its current form beginning to act like a commodity range, given the mass level of duplication of ginger and orange-based shots and wanted to bring a differentiated offering."

Consumers are becoming increasingly discerning about what they want from healthier drinks, says Remedy Drinks' Luciano. "It's no longer enough for a product to simply be 'better for you' – shoppers want great taste, simple ingredients and tangible benefits, without compromise," he says.

Nutrabolt's Jillah comments: "Consumers increasingly expect beverages to deliver more than a short-term energy boost, seeking better ingredients and credible functional benefits that support their broader health, performance and wellness goals," he adds. "C4 is responding by building on its established sports nutrition credentials, offering products designed to fuel the everyday athlete through ingredients and benefits that support human performance."

For Supreme's Brothers, shoppers increasingly want to understand what a drink contains and how it fits their preferences. "Within energy, that creates an opportunity to communicate ingredients clearly and offer choice across sugar levels and flavours," he says. For Tonino Lamborghini Energy, natural caffeine from coffee beans, natural colourings and low-sugar, low-calorie variants mean recipes are developed with increasingly health-conscious preferences in mind."

At Tropicana, Ashdown reveals that the share of servings chosen for health reasons has increased to 28.8%, the highest level since 2022[21]. "That is particularly interesting for juice. Over a third of servings in the category are chosen specifically for their health benefit[22]. Consumers are still looking for enjoyment and refreshment, so it isn't simply a case of healthier products replacing traditional favourites."

The long-term test for functional innovation is simple: does it address a real need, does it taste good, and does it naturally fit into people's everyday routines, adds Ashdown. "Functionality for its own sake is unlikely to create lasting demand." She highlights fibre as a particularly interesting example of a genuine consumer need. "The recommended daily fibre intake for adults in the UK is 30g, but only a small proportion of the population currently reaches that level[23]."

At Harry Brompton's, O'Donohue points out that while non-carbonated, functional and 'better for you' are key trends in soft drinks at the moment, many brands seem to be chasing this with lab-built formulations and long lists of ingredients. Tea, he notes, is one of the world's original functional drinks, with natural benefits. "People have drunk it for centuries for a gentle lift," he says. "We offer our consumers natural energy support, immunity support, and naturally occurring L-theanine and caffeine."

Also, consumers are getting smarter and want benefits they can understand from ingredients they trust, he adds. "Our response has been to innovate from tea outwards rather than chase the latest functional ingredient. Matcha Mango & Lime is a good example: matcha has been drunk for centuries, and each bottle naturally contains



Translating online to in-store purchase

"The challenge for all brands is how they connect with consumers before they reach the fixture in-store," says Nutrabolt's Jillah.

The interesting shift is that Gen Z isn't choosing between digital and physical retail, they're moving seamlessly between the two, notes Aqua Carpatica's Balatchi-Lupascu. "Recent research found that 88% of Gen Z consumers had visited a physical shop or venue after being influenced by social media[xiv]. For retailers, the opportunity is to turn online discovery into measurable in-store sales. But visibility alone isn't enough. The product needs to be easy to find, relevant and compelling enough to encourage repeat purchase."

The strongest activity is where there is a clear connection between what consumers are seeing online and what they can actually find and buy, says Tropicana's Ashdown. "For retailers, the lesson is that social activity works best when it has somewhere to go. Making products easy to find, ensuring availability and creating a clear link between consumer-facing activity and the physical shopping environment can help turn awareness into trial.

> **"For retailers the opportunity is to turn online discovery into measurable store sales. But visibility alone isn't enough"**

With the UK online grocery market now worth £27.1bn and accounting for 12% of grocery sales[xv], online retail is becoming increasingly important across the soft drinks category, playing a growing role in shopper reach and product trial, says Nichols' Reay. "Looking ahead, online retail offers opportunities to reach broader demographics without the ranging restrictions of traditional stores.

"Bricks-and-mortar retail can capitalise on the influence of social media by bringing the excitement and discovery consumers experience online into the physical store. For soft drinks, this means creating eye-catching, social-first displays around trending brands, flavours and occasions, using influencers and creators to generate awareness that is then converted through prominent in-store activation, sampling and limited-edition products."

Acknowledging that online platforms play an important role in discovery, convenience and trial, Tonino Lamborghini Energy Drinks are preparing to launch on Amazon, "connecting our social media activity with a convenient purchasing route, reveals Supreme's Brothers. "Being able to move from

63mg of caffeine, about the same as an espresso, so it gives shoppers a genuine afternoon lift without the artificial feel of many energy drinks."

The biggest shift is that shoppers are moving beyond plain water to hydration with benefits, says Hip Pop's Inglis. "Function is now expected rather than a nice extra, whether that's energy, electrolytes or gut health," she says. "Health has also become a routine behaviour rather than an occasional reset: people are drinking functional soft drinks several times a week, which is why low and no sugar matter so much, as they make regular consumption possible. Alongside that, metabolic health is becoming a mainstream priority, accelerating demand for low-sugar, nutrient-dense drinks."

Mockingbird Raw Press' Laidlaw says: "The undisputed and key trend to overtake grocery in the next three years is fibre. For the most part the existing drinks category is not set up to deliver against fibre due to being predominantly ultra- processed and with very low levels of fruit and vegetables containing natural fibres. At Mockingbird we are set up to deliver against this trend as our smoothie range is naturally high in fibre as a result of our raw fruit and vegetable blends"

Where discovery meets 'newstalgia'

Flavour is one of the most exciting areas of soft drinks, with consumers drawn both to adventurous profiles and familiar, nostalgic tastes given a contemporary twist, says CCEP's Yeomans. "Cherry is a standout example, delivering more than £287m in value sales[24] and driving more than 55% of value growth in cola flavour NPD[25]." He points to products such as Coca-Cola Cherry Float, but also says more adventurous flavours are gaining ground, such as the company's Schweppes Cherry Pepper Soda which combines sour cherry with black pepper. "The common thread is giving consumers something new and exciting while retaining a recognisable anchor, whether that's a familiar fruit, nostalgic flavour cue or trusted brand," he adds.

Bold and adventurous flavours are giving shoppers more reasons to look beyond traditional soft drink choices, particularly among younger consumers, observes Carlsberg-Britvic's Parker. "Punchier flavour combinations are also creating interest, from familiar tropical notes to more unexpected pairings. This year we have seen tropical flavours remain a

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popular soft drinks flavour in the UK, while more sour tastes are also adding a playful twist to the category. With Tango, we are tapping into this trend with Tango Sours which launched earlier this year in two flavours, Watermelon and Tropical." At the same time, he says nostalgia and indulgence are having a growing influence on flavour innovation, with brands taking tastes people already know and love and giving them a new twist.

Consumers are embracing bold, globally inspired flavours alongside modern twists on nostalgic favourites, says Nutrabolt's Jillah. "Innovation that resonates best is the one that combines culturally relevant tastes with credible functional benefits and delivers an experience that encourages trial without compromising the familiarity and enjoyment needed to drive repeat purchases," he says. "A great example of this would be C4's new Twister Pineapple Performance Energy SKU. A product that delivers on nostalgia, outstanding taste and functional benefits all in a zero-sugar product."

Flavour innovation is evolving along two distinct paths, believes Nichols' Reay. "On one side, consumers are gravitating towards more sophisticated, less sweet flavour profiles, including citrus peel, pink grapefruit, blood orange, botanicals and floral notes, which align with broader health-conscious and premiumisation trends. On the other, there is growing demand for bold and unexpected taste experiences, with sour and tangy profiles, novel fruits, sweet heat combinations and experimental flavour pairings driving excitement and discovery.

"At the same time, familiar favourites such as cherry, cream soda and dessert-inspired flavours are being reinvented with modern twists, tapping into the growing 'newstalgia' trend, More sophisticated, less-sweet profiles such as grapefruit, florals, botanicals and matcha are also gaining relevance, influenced by demand for more adult and wellness-led drinks."

The most exciting innovation is happening where nostalgia meets discovery, says Holy's Pegram. "Familiar flavours such as cherry, peach, citrus and sour sweets are being given new energy through bolder combinations, tropical fruits, botanicals and functional ingredients



such as electrolytes, vitamins and fibre," he notes.

Flavours are a major purchase driver, particularly for consumers who prefer zero sugar soft drinks[26], with nostalgic and familiar tastes continuing to resonate strongly[27], says Suntory's Gunton. Bold, vibrant tastes help to break routine and capture attention, he notes, adding that nostalgia is also an important influence on flavour innovation. "Grafruitti is a strong example: after years of consumers calling for us to bring the flavour back, we permanently reintroduced Lucozade Energy Grafruitti Zero Sugar in April. Since its relaunch, it has generated over £8.8m in value sales[28]."

Bhaswatee Hazarika, innovation and commercialisation lead at Hip Pop, agrees that the two trends running side by side are nostalgia and discovery. "Familiar flavours like cherry, tropical and classic citrus are being reimagined, while more globally inspired profiles such as yuzu and lychee are becoming increasingly accessible to mainstream shoppers. Alongside that, there's a clear shift towards less sweet, bolder and more complex flavours. Functionality also continues to shape innovation, particularly around fibre and protein. For us, the sweet spot is flavours that are familiar enough to crave and interesting enough to discover."

Consumers are certainly prepared to try something new, but it can still be very difficult to pull them away from their firm favourites, says Radnor Hills' Sanders. "Flavours such as raspberry and peach continue to hold their own and drive significant volume for us. Our approach is therefore to strike the right balance between innovation



discovering a range to purchasing it in just a few clicks can help convert interest into trial and make repeat purchasing easier," he says.

The biggest opportunity is to connect what younger consumers are seeing and engaging with online to something tangible they can discover, experience and buy in store, says CCEP's Yeomans. "Social and influencer activity works hardest when it doesn't end at awareness. Campaign POS, secondary sitings, limited-edition packaging, QR codes, competitions and sampling can make the physical store an extension of the activity consumers are already seeing on their feeds. We're increasingly building that connection into our campaigns.

"For younger shoppers in particular, it's about giving them something to do as well as something to buy, whether that's scanning, playing, entering, sampling or sharing," he adds. "Retailers can maximise that opportunity by ensuring campaign products are easy to find, chilled where relevant and supported by prominent theatre in high-footfall locations. When the online conversation, the product and the physical store experience all work together, there is a much clearer path from engagement to purchase."

> **"For us, online isn't separate from retail. It's an engine that builds community and gives us the data to understand our customers"**

Online retail is increasingly important because it gives brands both reach and direct insight, says Holy's Pegram. "For us, DTC provides a space to launch sample boxes, test flavours, build mix & match bundles and create limited drops before committing to a broader retail rollout," he explains. "It also helps us understand what people actually buy, repeat and recommend.

"Social media can create the desire, but retail needs to make the purchase easy. The aim is to turn online discovery into store visits, trial and repeat purchase."

Endorsement from influencers is so important to consumers, says Belvoir Farm's Reilly. "So retailers need to see this as an advertising platform," she notes.

Online is increasingly important for Radnor Hills as it gives consumers another opportunity to buy our products, particularly in areas where we may still have gaps in physical distribution, says Sanders. "It is also a really useful environment for discovery. Longer term, we see online and physical retail working together rather than competing with one another. Online can help consumers discover and initially try something new, while growing distribution through grocery, convenience and food-to-go gives us the scale and availability needed to turn that trial into regular purchase."

and familiarity. We want to give consumers something new and exciting to discover, while still offering the flavours they already know and love."

At Tropicana, Ashdown believes there is room for both familiarity and discovery. "Consumers are increasingly willing to explore combinations and ingredients that feel new, particularly where they are connected to a clear benefit, but that doesn't mean traditional flavours have lost their appeal." She believes innovation still needs to feel accessible. "Consumers may be curious about something new, but taste and familiarity remain powerful drivers of repeat purchase," she notes.

At Belvoir Farm, Reilly reveals: "We've recently launched a rhubarb cordial which is selling really well as consumers love this quintessentially English flavour. We've also launched a Hugo Spritz Mocktail which consumers love as it gives them a refreshing alternative to alcohol."

Achieving cut-through on-shelf

Standing out today requires much more than launching a new flavour, observes innocent's Garland. "Consumers are looking for brands and products that feel relevant, distinctive and connected to the moments that matter to them. One way to cut through is by creating experiences that bring products to life and encourage trial." Also, younger consumers increasingly expect brands to show up beyond the shelf. "Social-first storytelling, creator partnerships and experiential activity can build awareness before shoppers even enter a store, she adds.

Belvoir Farm's Reilly believes the key to cut-through is "being very clear about the USPs of your brand, communicating the reason to believe, inspiring shoppers to use the products and offering good value for money".

Understanding our shoppers, how they shop the category and what appeals to them is key to winning in such a competitive market, says Nichols' Reay. "Through our shopper research we know how they engage with the category, so we build plans that influence them out of home and convert them in-store. A key initiative over the last year has been the introduction of Vimto branded bays in squash aisles, which have helped signpost the brand and enabled us to convert shoppers at point of purchase."

Understanding your target shopper is really the starting point, agrees Remedy Drinks' head of marketing Jo Alexander.

Contents

"Not just who they are, but how they shop, what motivates them and what drives a change in their behaviour. For Remedy, that means taking a data-led approach and getting under the skin of the occasions, habits and tensions that matter to our consumers. We use our global data to really understand our consumer [and] what's particularly interesting is that our basket affinities are remarkably consistent across markets, with a very similar cross-section of products appearing time and again: fresh fruit and avocado, Japanese food, Greek yoghurt and premium chocolate. That gives us a really clear picture of the shopper we're looking to recruit in the UK, and means we can be highly targeted in how we reach them rather than trying to appeal to everyone. We know our shopper wants to make healthier choices, but they don't want to compromise on taste or enjoyment. It's about balance. It's the pilates session followed by the pain au chocolat. The healthy choice doesn't have to mean saying no to everything else you love.

Beyond understanding and connection, execution is key, including eye catching displays, seasonal activations, impactful POS materials and clear signposting to products, says Suntory's Gunton. "We work closely with our customers to make this happen - for example our Ribena Provenance campaign with Morrisons, brought Ribena's British Blackcurrant heritage to life through immersive in-store experiences, sampling and provenance-led storytelling in Malvern, just 25 miles from one of our blackcurrant growers at Hildersley Farm."

Innovation is also a big driver, limited editions and new flavours give retailers something new to engage their shoppers with and keep them coming back for more, he adds.

"In today's market, brands need to offer something genuinely differentiated," says Vita Coco's Rees. "For Vita Coco, that means leading the functional drinks category whilst continuing to educate consumers on the role coconut water can play in healthier lifestyles. From national retail activations and extensive consumer sampling to partnerships across sport, fitness and wellbeing, we've consistently invested in putting coconut water into shoppers' hands, building awareness of the category and creating growth opportunities for retailers across the UK."



In a crowded chiller, distinctiveness is everything, and packaging plays a crucial role, says Harry Brompton's O'Donohue. "We have a clear identity with bold colours and a pack that stands out at a glance. Then it comes down to product and execution: innovation built on taste, the right chiller position and promotions that bring new shoppers into the brand."

Understanding how shoppers navigate the functional shots fixture is key to cutting through in an increasingly competitive category, says Moju's Marchant. "We've invested in research with both new and existing shoppers to understand how they navigate the fixture and identify where we can communicate more clearly at point of purchase. The recent execution of Sainsbury's Moju x Vita Coco led functional bay in chilled juice is a great example of how we're bringing this insight into action – communicating functionality and flavour in an eye-catching and easy to shop execution."

In a crowded category, brands need to give shoppers a clear reason to stop, look and buy. Increasingly, this is being achieved through a combination of standout visual identity, flavour innovation, cultural relevance and strong in-store activation, says Carlsberg Britvic's Parker. "For retailers, the focus should be on creating a fixture that is easy to shop but also gives shoppers a reason to discover something new – whether that is through flavour, format, a limited edition, a partnership or a compelling seasonal occasion," he says.

Conclusion

For soft drinks brands to succeed, the opportunity lies in understanding not only what consumers want to drink, but when, why, and how they want to enjoy it, says SHS Drinks' Bell. "Whether that means offering greater flavour choice, delivering credible health cues, creating more premium experiences or making brands work harder across different occasions, relevance is becoming as important as recognition," he says. "The brands best placed to win in the category will be those that continue to evolve with consumers while remaining clear about what makes them distinctive in the first place."

The biggest thing stores can do is move faster, says Hip Pop insights and strategy director Rebecca Oliver-Mooney. "Young shoppers find new drinks on TikTok, not in the aisle, and a trend can peak and fade in the time it takes to get through a range review," she notes. "Retailers that give challenger brands a quicker route to shelf, even as a short trial in a handful of stores, will catch that demand. The rest will watch it go to TikTok Shop."

Sources

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[2] NIQ, Performance, L4wks to 25.07.26
[3] NIQ, Homescan Survey, March 2026-July 2026
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Mineral water, mocktails & more

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[vii] Nielsen, Value sales, Total coverage, MAT to 08.08.26
[viii] Nielsen, Unit sales, Total coverage, May-Sept 2026
[ix-x] NIQ, 52 w/e August 2026
[xi-xii] Nielsen, UK, Total Soft Drinks category to 05.09.26
[xiii] Harry Brompton's internal sales data

Translating online to in-store

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[xv] Mintel, UK Online Grocery Retailing Market Report 2026

AQUA Carpatica

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A world of flavour. Rooted in purity.

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Brand Director

KEY BRANDS

AQUA Carpatica Natural Mineral Water
AQUA Carpatica Flavours
– Lime & Mint
– Raspberry
– Peach & Mango
– Strawberry & Elderflower
– Pink Grapefruit
– Apple
– Mandarin

Source
[1] NIQ, Value sales, 52 w/e 08.08.26

From the wild forests of the Carpathian Mountains to UK shelves, Aqua Carpatica has always put the source first. Its exceptionally pure natural mineral water, naturally alkaline profile and naturally occurring electrolytes underpin a premium brand built on provenance and taste.

That heritage continues with Aqua Carpatica Flavours. Alongside Lime & Mint, Raspberry, Strawberry & Elderflower and Peach & Mango, the range has expanded with Pink Grapefruit and Apple, and now with Mandarin as the latest addition. Each brings a fresh expression of the brand's promise: Purity with a Twist. Made with natural mineral water, fruit-led flavours, delicate carbonation and a touch of organic agave syrup, the colourful cans offer a refreshing choice for everyday and social occasions.

The retail opportunity is compelling. Mineral water sales have grown by 11.5%[1], underlining the category's momentum. Aqua Carpatica is building on this demand with a dynamic marketing mix, combining experiential sampling, digital storytelling and engaging social content to connect with a new generation of consumers.



> **"Each new flavour brings a fresh expression of the brand's promise: Purity with a Twist"**

Rooted in an exceptional natural source, Aqua Carpatica continues to create new reasons for shoppers to discover, enjoy and return to the range.



Aapa Life

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Aapa tastes early success

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KEY BRANDS

Aapa
– Lemon & Lime
– Orange
– Wild Berry
– Tropical

Each comes in a 330ml can and a 4-pack format

New-to-market soft drink Aapa hit shelves at the start of September and has already caused quite the stir, achieving outstanding national listings with Asda and WHSmith. Now, things are really upping the pace with wider distribution and marketing roll-out.

Carving out a new category of its own between functional drinks and traditional soft drinks, Aapa offers people a naughty-tasting drink that isn't naughty at all. "Low calorie, low sugar, nothing artificial – ever, it's refreshing taste with meaningful nutrition," says Aapa Life director Mark Watkins.

Every 330ml can of Aapa contains 7g of fibre, added zinc and calcium, antioxidants and real fruit juice, They are naturally sweetened, and come in at just 49 calories, offering genuine taste backed by a substantive ingredients stack with real world benefit, he notes. "It means shoppers no longer have to choose between something which tastes great on the palate and something that is going to do good," he says. Four different flavours are available (see left).

"Things are only just getting started," says Watkins. "Early feedback from retailers has been outstanding, the rate of sale is strong and we're seeing high levels of brand advocacy from our early adopters. That said, we've only just scratched the surface, and we're heading into the all-important final quarter of the retail calendar where our marketing activity really ramps up."

Continuing its success with Asda, Aapa hits Asda Express stores across the country as a single 330ml can offering in the chiller and will feature as part of its meal deal.

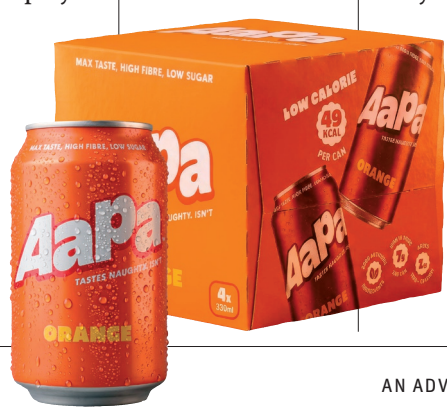
From October, Aapa really ramps up its marketing efforts. Above-the-line campaigns will see Aapa make a play for different target consumers across multiple touchpoints, including sponsorship of the Pro Am Padel Tour, with Aapa brand ambassador for current UK Padel champion Louie Harris.

Aapa's 'Shame about the name' campaign brings to life the brand's uncompromising full flavour and real world benefits through humour and will feature across multiple formats including outdoor, paid social and pre-roll. Getting the Aapa brand in hand, nationwide sampling in high footfall city centre locations and train stations also gets underway with an Aapa branded 'Canbulance' delivering 'Thirst Aid' as Aapa looks to create a community of brand loyalists and early adopters. This is married with tactical PR and influencer campaigns.



"Early feedback from retailers has been outstanding, the rate of sale is strong, and we're seeing high levels of brand advocacy from our early adopters. That said, we've only just scratched the surface"

Watkins adds: "This is a competitive market space, dominated by major players. Emerging from it is the functional drinks market, but that isn't a space we want to play in. We're not a health drink, we're an incredible-tasting soft drink with benefits. We're not asking people to choose between flavour and what's good for you; we truly believe you can 'have your can and drink it'. Our advertising campaign is the first stage in that storytelling process. We've built steady momentum and consumers are staying with us beyond trial. The priority now is to make sure people can find Aapa wherever they shop, so we're keen to start conversations with retailers of all sizes as we roll out the brand."



drinkaapa.com

TASTE ☑
FIBRE ☑
NON-HFSS ☑
MARKETING ☑
SAMPLING ☑
PROFIT ☑
name ☒



Shame about the name. Everything else, we nailed. We poured all we had into the drink: maxed-out flavour, gut-friendly fibre, zinc, calcium and hardly any sugar. Then we poured the rest into selling it, with a national campaign and samples in hands right across the UK. People try it, love it and come back for more.
So judge us by the profits, not what's written on the front of the can.

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Unlocking the coconut water opportunity



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As consumer demand for healthier, naturally functional beverages continues to accelerate, Vita Coco has invested significantly in building awareness of coconut water and reinforcing its role as the go-to functional drink.

Throughout 2026, Vita Coco has delivered an integrated marketing programme spanning sport, experiential activation and sampling, as well as community and retail engagement. A major focus has been helping educate shoppers on the benefits of coconut water while driving trial and recruitment into the category.

This year, Vita Coco has brought the category to life through several high-profile sporting partnerships, from the Manchester Marathon to British Athletics, the Diamond League London Meet and, most recently, the European Athletics Championships in Birmingham, where the brand is the Official Hydration Partner. By embedding itself in influential sporting moments, Vita Coco has elevated awareness of coconut water, reaching both elite competitors and everyday exercisers while reinforcing its position as a leading functional drinks brand.

Alongside these, Vita Coco has invested heavily in sampling and experiential activity, helping thousands of consumers trial the brand first-hand.

"For retailers the opportunity is significant. Coconut water remains one of the strongest-performing segments within soft drinks, with UK category volumes growing 51% year on year during the latest 12-week period[1]"



Earlier in the year, Vita Coco also delivered a significant Ramadan campaign, recognising the important role keeping refreshed plays during periods of fasting. A combination of retail activation, community engagement and targeted marketing support connected the brand with consumers during a culturally important moment, reinforcing Vita Coco's relevance as functional drink and driving further category awareness among key shopper groups.

"For retailers, the opportunity is significant," says brand manager Ben Moody. "Coconut water remains one of the strongest-performing segments within soft drinks, with UK category volumes growing 51% year on year during the latest 12-week period[1], while Vita Coco continues to drive the largest value growth within the category[2]."

Importantly, Vita Coco sits at the intersection of several of the biggest consumer trends shaping soft drinks today, including health, wellness and functionality. As Tim Rees, managing director EMEA, explains: "Through strategic partnerships, community programmes, large-scale sampling and retailer collaboration, we're helping more consumers discover the benefits Vita Coco has to offer. As demand for healthier functional drinks continues to grow, Vita Coco remains uniquely positioned to help retailers unlock one of the most exciting opportunities in soft drinks today."

Source
[1-2] Nielsen UK Total Soft Drinks, 12 w/e 05.09.26

THE FUTURE OF THE JUICE CATEGORY IS LOOKING COCONUTS

VITA COCO IS DRIVING THE LARGEST VALUE SHARE GROWTH IN UK COCONUT WATER*



*NIELSEN UK TOTAL SOFT DRINKS CATEGORY TO 05.09.2026)

Belvoir Farm

e: belvoirfarm.co.uk/trade-customers/#get-in-touch
w: belvoirfarm.co.uk

Committed to naturally delicious taste



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Belvoir Farm
– Cordials
– Sparkling Adult Soft Drinks
– Mocktails
– No Added Sugar
– Seasonal

Charity support

Not only dedicated to taste, Belvoir Farm is dedicated to important conversations and this year collaborated on a meaningful partnership with the Lady Garden Foundation, a national women's health charity on a mission to improve the devastating outcomes of gynaecological cancers, through awareness, education, and research funding.
The collaboration centres around Belvoir's Raspberry Lemonade 750ml bottle, which is made from five natural ingredients and mirrors the five gynaelogical cancers. The specially designed partnership bottle celebrates and supports the Lady Garden Foundation, with Belvoir Farm pledging to donate 5% of the profits from its much-loved Raspberry Lemonade to the charity for the whole of 2026.

For over 40 years, Belvoir Farm has been obsessed with making the best-tasting soft drinks, using traditional methods and simple, high-quality ingredients, with absolutely nothing artificial added.

Based in the heart of the British countryside, the family-run farm leads with purpose and transparency, and is deeply committed to sustainability. The business proudly became B Corp-certified in September 2025 and has a goal to become net carbon zero by 2035. It cares for its land through elderflower cultivation, tree planting and biodiversity initiatives, operates with zero waste to landfill, and uses 100% recyclable packaging.

Innovation and nothing artificial

Crafting naturally delicious drinks with real kitchen ingredients and nothing artificial is Belvoir's passion. NPD is very important to the brand as consumers demand new and exciting products. This spring saw the launch of the first-to-market Hugo Spritz mocktail, a refreshing ready-to-drink beverage, delivering all the taste and experience of the much-loved spritz, just minus the alcohol. Crafted using Belvoir's iconic Elderflower infusion – with flowers handpicked from the family farm, the beverage joined Belvoir's already existing and market-leading Mocktail range alongside the UK's No.1 branded mocktail[1] Lime & Yuzu Mojito, as well as Peach Bellini and Raspberry Margarita. Other notable launches included a brand-new quintessentially British flavour, Rhubarb & Apple cordial and the relaunch of its traditional ready-to-drink Ginger Beer. The new recipe dials up intensity with a 50% increase in fresh ginger root infusion and double the ginger juice. So far, sales are soaring.

> **"Our purpose is to provide moments of pleasure with naturally delicious drinks – and our brand-new TV campaign this year demonstrates exactly that"**



Marketing support in 2026

This summer, Belvoir Farm launched its biggest media campaign to date, with the nationwide rollout backed by more than £1m in media investment across TV, OOH, radio, podcast and social channels. This significant step-up for the premium brand, in the increasingly busy adult soft drinks space, brings its long-standing obsession with taste centre stage, showcasing the real craft behind every bottle, and the extraordinary lengths Belvoir Farm goes to in pursuit of exceptional taste.

Alison Reilly, director of marketing at Belvoir Farm, says: "At Belvoir Farm, our purpose is to provide moments of pleasure with naturally delicious drinks, made using real ingredients and nothing artificial – and our brand-new TV campaign this year demonstrates exactly that. Consumers have become increasingly aware of what ingredients are in the products they consume. This year we went bigger and better with 'We're Taste Obsessed' to continue that momentum to showcase our obsession with taste and natural ingredients."

Source
[1] Circana UK, All outlets, Value Sales, 52 w/e 05.09.26

Certified B Corporation

UK's fastest growing cordial brand*





We're taste obsessed

*Circana All Outlet Value Change 52w/e 05.09.2026

Can Makers UK

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Why cans are proving the better choice



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The Can Makers UK brings together representatives from across the beverage can manufacturing industry including can makers, suppliers of raw materials and related industries. Members work together to promote the benefits of the drinks can, and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media, and consumers.

Eight out of 10 consumers believe beverage cans are the easiest packaging to recycle and two in three say cans are the most 'circular' format on the market – in other words, the material can feed back into the manufacturing process once it has been recycled, says John O'Maoileoin, chairman of the Can Makers UK. "That's according to research[1] conducted by Can Makers UK in 2025," he reveals.

"As environmental issues become more important to shoppers, and as regulations continue to tighten, the business case for adopting cans is more apparent than ever," he says. "In the last 18 months, the drive for greater circularity in packaging options has expanded in categories such as functional wellness drinks, water, CBD drinks, coffee, energy drinks and more.

"Looking at energy drinks, in particular, a market currently worth £2.4bn in the UK[2], beverage cans hold nearly 80% of packaging share[3] and manufacturers such as Carlsberg Britvic are investing in new canning lines to keep up with demand."

Cans are also the go-to choice in another surging category, functional wellness drinks – such as those with gut-health boosts or added vitamins and minerals, adds O'Maoileoin. "Ocado research shows the segment is up 54% year-on-year[4], and 60% of Gen Z consumers view canned functional beverages as a direct alternative to alcohol during social occasions[5]. Celebrities, including A-listers Tom Holland and Kim Kardashian, are also choosing cans to launch their own non-alcoholic and functional drinks.



"With environmental issues becoming increasingly important to shoppers, and regulations continuing to tighten, the business case for adopting cans is more apparent than ever"

"Consumers now associate cans with premium, high-quality drinks across a range of categories, with 63% of respondents saying they've tried a new drink because it was in a can[6]," he says. "And packaging design is a significant purchasing driver, specifically among 18- to 24-year-olds[7], who claim they associate innovative design with a premium brand. That's reflected in how brands are using the can's 360-degree printable surface, and variable printing capability to create high-quality design and seasonal launches.

"Beverage cans are also one of the most recycled packaging formats on the market, with an 81% recycling rate in the UK[8]," he adds." They can be recycled repeatedly without losing quality and be back on the shelves as a new can in just 60 days. And, with Extended Producer Responsibility fees increasingly tied to a format's recyclability rating, the commercial incentive to choose cans is only increasing."

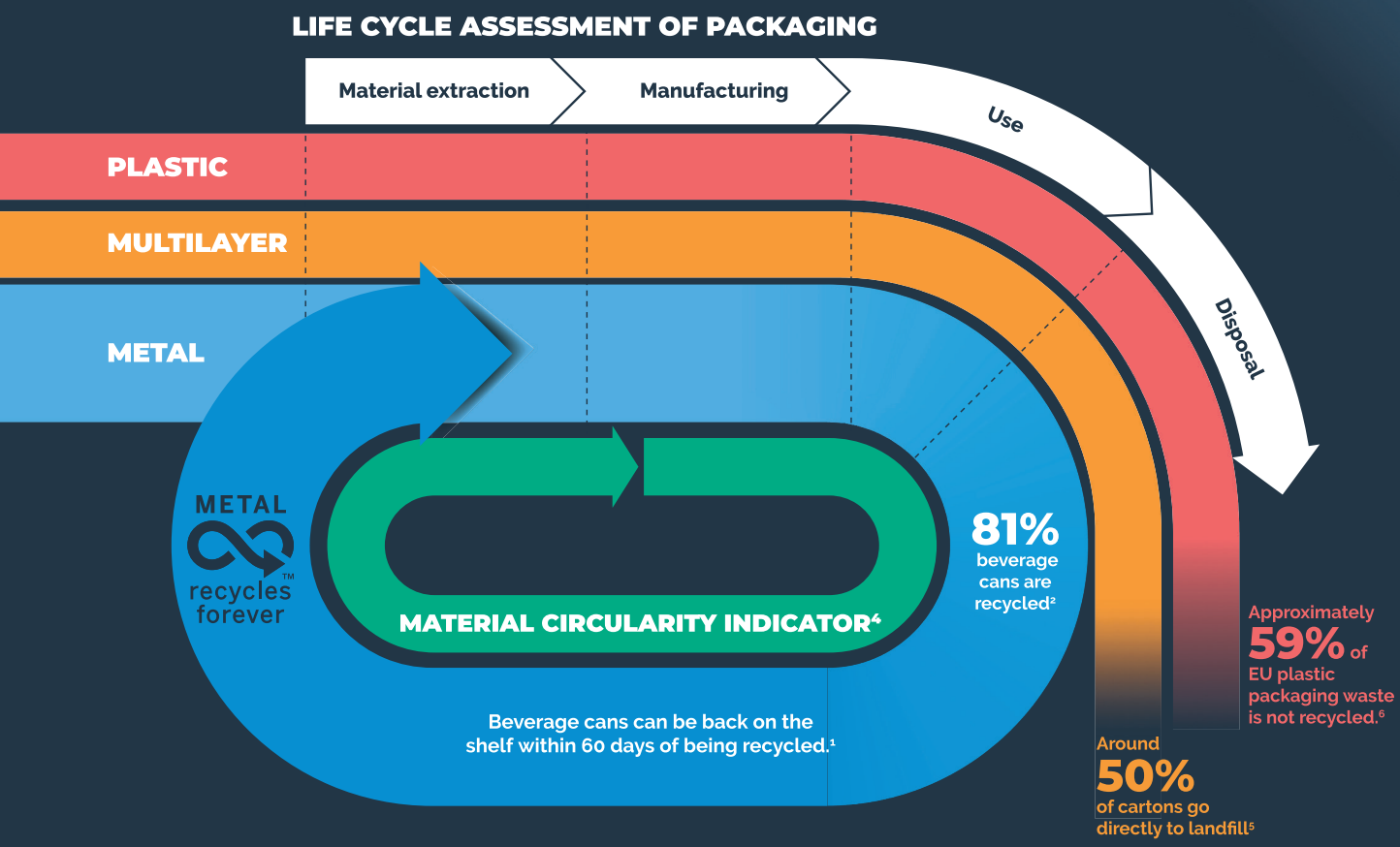
O'Maoileoin concludes: "With cans already leading on quality, convenience, design and circularity in the eyes of consumers, the extra commercial incentives created by changing regulations mean cans are truly the beverage packaging choice for today and tomorrow."

Source

[1] Can Makers UK: https://tinyurl.com/4939r9vc
[2-3] Grandview Research: https://tinyurl.com/mwavx54p
[4-5] Ocado: https://tinyurl.com/5n98euv5
[6-8] See 1

SHAPING A MORE CIRCULAR ECONOMY

Beverage cans are the most widely recycled drinks packaging format



The Can Makers UK brings together representatives from across the beverage can manufacturing industry including can makers, suppliers of raw materials and related industries. Members work together to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media, and consumers.

For more information visit canmakers.co.uk

Can Makers UK

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Carlsberg Britvic

w: carlsbergbritvic.co.uk

From thirst traps to ice cream

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Britvic Mixers, Juices & Cordials
Fruit Shoot
Gatorade
J2O
Jimmy's Iced Coffee
Lipton Ice Tea
The London Essence Company
Mountain Dew
Pepsi MAX®
Plenish
poppi
Purdey's
Robinsons
Rockstar
R. White's
Tango

Soft drinks continue to give retailers plenty of opportunities for growth, with shoppers looking for more variety across the category. "Health and functionality are playing a bigger role in purchase decisions, while flavour remains a major source of excitement – from bold and tropical combinations to more nostalgic, indulgent tastes," says Ben Parker, VP sales – off trade at Carlsberg Britvic. The opportunity is in getting the balance right: maintaining the brands and products shoppers already know while making space for innovation that reflects how tastes and priorities are changing.

"In fact, 48% of consumers are now very health conscious, up from 42% in 2024[1]," says Parker. "That creates an opportunity for products that can offer shoppers something beyond refreshment. poppi, which joined our UK portfolio this year, combines bold fruit flavours with functional credentials. Available in five flavours, including Strawberry Lemon, Wild Berry and Raspberry Rose, it combines low sugar, low calories and fibre with real fruit juice. Its strong visual identity and social-led appeal also help the brand stand out on shelf."

Flavour innovation is another important part of keeping shoppers interested in the category, notes Parker. "Tango has generated more value sales from NPD than any other flavoured-carbonate brand over the last four years[2], and its Editions range continues to give shoppers something new to discover," he explains. "The latest limited-edition launch, Thirst Trap, combines peach, orange and pineapple, with tropical, already a popular soft drinks option in the UK[3]. Its name is inspired by internet culture, with bold packaging designed to stand out on shelf." The launch follows Tango's refreshed identity across its core range and Editions series, with stronger fruit flavour cues on pack, and has been supported through social media, PR and in-store activation.

Indulgence is influencing flavour innovation too, with flavoured cola continuing to outperform unflavoured cola[4]. For established brands, this creates new ways to engage shoppers across different tastes and occasions. "This summer, Pepsi brought an indulgent twist to its Zero Sugar range with three ice cream-inspired flavours: Cherry & Vanilla, Raspberry Ripple and Salted Caramel," reveals Parker. "The launch was supported by the 'You Deserve a Treat' campaign across OOH, social and digital, while nationwide sampling and Pepsi Parlour pop-ups took the campaign directly to consumers, helping to drive trial of the range.

"What links all three of these initiatives is that they respond to what shoppers are looking for and encourage them to take another look at the soft drinks fixture," concludes Parker. "For retailers, newness alone won't earn a product space on shelf," he says. "It needs to offer something shoppers want to choose, with the support to make sure they know it's there."







> **"What links all three of these initiatives is that they respond to what shoppers are looking for and encourage them to take another look at the soft drinks fixture"**

Source

[1] Lumina Intelligence, Eating and Drinking Out Panel, 52 w/e 17.03.2024, 52 w/e 16.03.2025 and 52 w/e 15.03.2026, n=77,807/77,792/77,805
[2] NielsenIQ RMS, Total Coverage, Flavoured Carbonates, Carlsberg Britvic Defined, Value Sales, New Brand and/or Flavour, 4 years to 26.09.26
[3] NielsenIQ RMS, Total Coverage, Flavoured Carbonates, Carlsberg Britvic Defined, Value Sales, 52 w/e 26.09.26.
[4] NielsenIQ RMS, Total Coverage, Total Cola, Flavoured vs Unflavoured, Carlsberg Britvic Defined, Value % change vs YA, 52 w/e 26.09.26


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Driving impactful growth

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VP Commercial Development at CCEP

KEY BRANDS

Coca-Cola™
Fanta
Dr Pepper
Sprite
Schweppes
Oasis
GLACÉAU Smartwater
Appletiser
Costa Coffee RTD
Powerade

Soft drinks continue to be a major growth engine in Great Britain. The category is now worth £15.33bn and has added £1.04bn in incremental retail sales value over the last year[1]. For Coca-Cola Europacific Partners (CCEP), the opportunity lies in combining a strong core of much-loved brands with a steady stream of innovation, new formats and high-impact marketing.

Sparkling with innovation

The Coca-Cola™ portfolio now accounts for 62.5% of cola value sales, with Coca-Cola alone now worth £908m[2]. And innovation has remained at the heart of that momentum in 2026. For example, the new 500ml Coca-Cola 'Supercan', launched across Coca-Cola Original Taste, Coca-Cola Zero Sugar and Diet Coke in March, has already generated £10.7m in value sales across the Coca-Cola trademark[3]. Coca-Cola Cherry has since joined the line-up, alongside Supercan launches from Sprite, Fanta and Dr Pepper.

Coca-Cola Zero Sugar Zero Caffeine was also relaunched in March 2026 with a new black-and-gold pack design and a renewed focus on evening occasions.

Flavour innovation is creating fresh excitement too. Dr Pepper Cream Swirl has already generated £5.5m in value sales[4], while Fanta has kept shoppers engaged through Fanta Grape, limited-edition Dark Cherry and its latest 'Horrorverse' Halloween activity.

That innovation is being backed by high-impact activity around major cultural and sporting moments. Coca-Cola followed its FIFA World Cup 26™ activity with the new Premier League 'Taste Every Second' campaign, combining football, music, fan experiences, social, influencer and out-of-home (OOH) activity. Fanta's multi-million-pound 'Wanta Fanta? Run For It' brings Halloween to life through collectible packs, social, influencers, digital, OOH and experiential activity, while Sprite is strengthening its basketball connection with NBA-themed packs and promotions.



> **"For CCEP, the opportunity lies in combining a strong core of much-loved brands with a steady stream of innovation, new formats and high-impact marketing"**



More reasons to stock

Beyond sparkling soft drinks, CCEP's portfolio is helping retailers tap into a wider range of occasions, from at-home entertaining to everyday refreshment. Schweppes, GB's No.1 branded mixer by volume sales[5], has combined trusted favourites with newer propositions such as Tropical Soda and Cherry Pepper Soda. It is also investing around key festive hosting occasions through a new partnership with Netflix's The Gentlemen, with promotional packs and a range of activity.

Plus, with RTD chilled coffee now worth £382.3m[6]. Costa Coffee RTD spans everyday Latte options, stronger Double Shot serves and more indulgent Frappés, including this year's limited-edition McVitie's Jaffa Cakes Frappé.

For retailers, CCEP's line-up delivers a powerful mix of best-sellers, attention-grabbing NPD and high-impact activation, helping excite shoppers and unlock value across more occasions.

Source

[1-2] Nielsen, Value Sales, Total Coverage, 52w MAT to 05.09.26
[3] Nielsen Data to 08.08.26 – 500ml Can across Coca-Cola trademark
[4] Nielsen, Value Sales, Total Coverage, 52w MAT to 05.09.26
[5] Nielsen, Volume Sales, Total Coverage, 52w MAT to 05.09.26
[6] Kantar, 52 w/e 07.09.25; Nielsen, Value Sales, Total Coverage, 52w MAT to 05.09.26

Great brands.
Made in Great Britain.
Delivering great performance.

- The Coca-Cola™ portfolio continues to lead the cola segment, with 62.5% of value sales.[1]
- Fanta is GB retail's No.1 flavoured carbonate.[2]
- Dr Pepper is now worth £244.7m, up 5.9% over the last 12 months.[1]
- Powerade values are up 44.1%, outperforming advanced hydration.[1]

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Coca-Cola EUROPACIFIC PARTNERS

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Coca-Cola Europacific Partners – Monster

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Innovation that drives excitement



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KEY CONTACTS

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KEY BRANDS

Monster Energy
Relentless
Reign Total Body Fuel

Monster remains a major driving force behind energy, supercharging sales with a mix of core favourites, full-on flavour innovation and high-impact activity.

Energy drinks are now worth more than £2.6bn to GB retailers[1], and Monster is powering that momentum. The brand is worth more than £944m, having added £143m in retail value over the last year while delivering 12.4% volume growth[2], with Monster innovation accounting for more than half of all energy drinks innovation sales[3]. "That constant stream of newness keeps the brand fresh in the chiller, gives loyal fans more to discover and helps retailers recruit new shoppers, while a strong core provides proven best-sellers they can rely on," says Rob Yeomans, VP commercial development at CCEP.

More flavour, more choice

2026 has delivered another epic line-up of Monster innovation. Monster Juiced Viking Berry brought wild Nordic berries, Scandinavian fruit and real fruit juice to the Juiced range, now worth £211m and growing 15.9%[4], with Monster Juiced Viking Berry generating £22.3m in GB sales since launch[5]. Monster Ultra Vice Guava turned up the flavour in the zero sugar Ultra range with a taste of Miami, while Monster Nitro Blue Flash combined the powerful Monster Energy blend with a light blueberry flavour the latest arrival.

Each part of the portfolio plays a different role. Monster Original and Zero Sugar deliver the iconic Monster experience: Juiced packs bold flavours with real fruit juice; Ultra serves up flavour-packed zero sugar options; and Nitro pushes into adventurous new territory and is now worth £9.1m[6].

With low-calorie energy now worth more than £737m in GB[7], Monster's 54% share offers another strong reason to make space for zero sugar in the chiller[8].

> **"The constant stream of newness keeps the brand fresh in the chiller, gives loyal fans more to discover and helps retailers recruit new shoppers"**



Bringing the Monster world to life

Monster's appeal extends beyond the product itself, with high-impact marketing built around motorsport, gaming, action sports and experiences.

Formula 1 has delivered serious stand-out this year. A limited-edition gold Monster Energy Lando Norris Zero Sugar can celebrated Norris' World Championship title, building on a variant that has already generated £19.7m in sales[9], while collectable Oscar Piastri designs rolled out across Monster Energy Original and Zero Sugar.

Beyond motorsport, Shred the Slopes of Innsbruck with Monster Energy Ultra gives fans the chance to win an epic snow trip, while Call of Duty x Monster Energy unlocks bonus in-game rewards. Viking Berry's Raid the Mountains promotion has also taken its Nordic positioning beyond the can with an adventure-led mountain experience.

"This stream of product news, limited editions and high-octane fan activity gives retailers regular opportunities to refresh the fixture, drive visibility and encourage impulse purchase," says Yeomans. "Combining a strong core, proven flavour innovation, zero sugar choice and year-round activity makes Monster a powerful proposition in the chiller – helping drive value, volume and shopper excitement across energy. And there's much more to come."

Source

1 Nielsen, Value sales, Total Coverage, 52w MAT to 05.09.26
2-3 Nielsen, Value Sales, Total Coverage, 52w MAT to 05.09.26 and NIQ GB, Total Coverage, Latest 52 w/e 11.07.26
4-5 Nielsen, Value Sales, Total Coverage, 52w MAT to 05.09.26
6 NIQ, Total GB, Total Coverage, L52 w/e 05.09.26
7-8 Nielsen, Total GB, L52 w/e 18.04.26
9 NIQ, Total GB, L52 w/e 05.09.26

OVER HALF OF ALL ENERGY DRINK INNOVATION SALES COME FROM MONSTER.[1]

MONSTER IS NOW WORTH £944M AND ADDED £143M IN RETAIL VALUE LAST YEAR.[2]



NO ONE DOES ENERGY LIKE MONSTER

Monster is leading the energy category. With 12.4% volume growth, Monster continues to be at the forefront of the category's monument.[3]

GET YOUR RANGE RIGHT

Review slower-selling products and ensure category leaders, like Monster, have the space they deserve.

GROW WITH MONSTER

Fill your chiller with a proven performer. Monster delivered the strongest value and volume growth of any energy drink brand.[3]

TO FIND OUT MORE

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MONSTER ENERGY | Relentless ENERGY DRINK | REIGN STORM CLEAN ENERGY

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Harry Brompton's Iced Tea

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w: harrybromptons.com

Redefining iced tea

DETAILS

Harry Brompton's Iced Tea

KEY CONTACTS

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Founder
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Commercial Director
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KEY BRANDS

Harry Brompton's Iced Tea
– 500ml: Peach; Lemon & Lime; Summer Berries; Matcha Mango & Lime
– 1.25L: Peach; Lemon & Lime; Summer Berries
– 4x500ml multipack: Peach

Why stock Harry Brompton's?
– **Soft functional:** real brewed tea with natural caffeine, naturally occurring L-theanine and vitamin C for immunity support and energy
– **Low calorie:** 70 calories per 500ml bottle
– **No artificial sweeteners:** a touch of sugar plus natural-source stevia
– **High rate of sale:** strong rate of sale wherever we gain distribution

Iced tea is fast becoming an everyday drink in the UK rather than a holiday memory. Younger shoppers are drinking their tea and coffee cold, and this year, the big hot tea brands moved into the chiller.

Harry Brompton's founder Ian O'Donohue has been making that bet since 2014. The brand is named after his grandfather, Harry, who spent his working life unloading tea, fruit and spices on the London docks. He was never without a big mug of tea, even through the Blitz. Years later, living in the US, O'Donohue was brewing iced tea every day, with tea brought over from London. "It tasted of home," he says. "But every bottled tea I picked up was full of sugar and artificial ingredients. So I set out to make a British iced tea with full-bodied Kenyan tea, natural ingredients and a lot less sugar."

Real tea on the go

"Everyone's chasing functional at the moment, often with long ingredient lists," says O'Donohue. "People have drunk tea for centuries for a gentle lift, and the caffeine and L-theanine are already in the leaf. We didn't have to add them."

Every bottle is brewed in Britain and is a simple combination of great Kenyan tea and real fruit. There are no artificial sweeteners, just a little sugar and natural-source stevia. A 500ml bottle has 70 calories, and the range sits comfortably below the new 4.5g sugar levy threshold.





> **"Everyone's chasing functional at the moment, often with long ingredients lists. People have drunk tea for centuries for a gentle lift, and the caffeine and L-theanine are already in the leaf. We didn't have to add them"**

The numbers

- Branded iced tea is up 13.1% in value in supermarkets, double the wider category (+6.6%)[1]. Harry Brompton's is up 23.4% across all outlets, almost four times the rate of the category's biggest brand[2]. It also draws younger shoppers: 18- to 24-year-olds are nearly twice as likely to buy it as the average shopper at a leading UK grocer[3]. "Getting on shelf has always been the hardest part," says O'Donohue. "Once we're there, the rate of sale follows."
- The range covers Peach, Lemon & Lime, Summer Berries and Matcha Mango & Lime in 500ml. Peach, Lemon & Lime and Summer Berries also come in 1.25L, and there's a 4x500ml multipack.
- A different kind of matcha: The matcha category has exploded, but almost all of it is sold as a milky latte. Harry Brompton's Matcha Mango & Lime pairs organic matcha and Kenyan green tea with mango and a sharp hit of lime for a light, refreshing iced tea, with 63mg of naturally occurring caffeine per bottle, about an espresso's worth. Having just become a Gold Winner at The Grocer New Product Awards 2026, it's already one of the year's strongest launches[4]. To talk listings, contact Vicky Collins, commercial director, at vicky@tudordrinks.com.

Source
[1-2] NorthStar, Value sales, 52 w/e 05.09.26
[3] Leading UK grocer, % customers by age band, 52 w/e 03.10.26
[4] Internal company data

BRITAIN'S FASTEST GROWING ICED TEA

Iced Tea Category Growth **+13.1%**

+23.4% Harry Brompton's Growth



Want Harry Brompton's in your store?

Contact: vicky@tudordrinks.com

NATURAL ENERGY* · NATURAL L-THEANINE · IMMUNITY SUPPORT*

Source: NorthStar, value sales, 52 w/e 05 Sep 2026

*Contains Vitamin C which contributes to the energy-yielding metabolism and the normal function of the immune system.

Hip Pop

e: drinkhippop.com/pages/contact
w: drinkhippop.com

Growing fruit-flavoured carbonates

DETAILS

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Co-founder

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Brand Manager

KEY BRANDS

Hip Pop
– Soda
– Classic Kombucha
– Fibre Fizz
– CBD Kombucha

Source
[1] Nielsen IQ, Total Coverage, Sales Value, 52 w/e 08.08.26

Hip Pop is one of the fastest-growing brands in soft drinks. In the 52 weeks to 8 August 2026, value sales rose 66% to £5.64m[1], bringing volume growth to a fruit-flavoured carbonates category otherwise growing on price. Weighted distribution almost doubled, and rate of sale has held as the brand reaches more shoppers.

That growth is built on flavour first, without compromise. Berries & Cherries and Lemonade have each won Best Carbonated Drink at the UK Soft Drinks Awards, and every launch has a clear job to do.

Beyond the can

Just as important is what Hip Pop means beyond the can. This summer's Supergirl partnership sold 50,000 limited-edition cans, and the brand has found its place in fashion and music, from London Fashion Week to The Warehouse Project in Manchester.

"We're not interested in borrowing culture for a moment," says Ailsa Inglis, brand manager at Hip Pop. "We want to find the places Hip Pop genuinely belongs and keep showing up there, so people feel part of something when they pick up a can.

"Every time someone meets us, at a festival, on their phone or in a friend's fridge, it builds the reason to reach for Hip Pop in store."



> **We want to find the places Hip Pop genuinely belongs and keep showing up there"**

WE'RE GETTING EVEN BIGGER
66% GROWTH SINCE LAST YEAR
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POP
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HOLY Softdrinks

e: retail.uk@holy.com
w: https://uk.holy.com/

2m customers now on the shopping list

DETAILS

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Dan Macken
Head of UK

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KEY BRANDS

HOLY Energy
HOLY Hydration
HOLY Iced Tea
HOLY Milkshake
HOLY Syrup

The company's Starter Set pairs a shaker with four flavours; three-packs offer a quick refill; 15-packs keep regular drinkers stocked up

Source

[1] HOLY internal sales data, Q3 2026 vs Q3 2025

We're Holy, and we're shaking up soft drinks. Some of our 2m customers have even had our logo tattooed on them, although we'd usually suggest starting with a shaker.

Holy began with three best friends in a living room and an idea: great-tasting soft drinks with a good conscience. In 2026 alone, the company expects to generate over €250m in net revenue, with UK sales up 168% YoY in Q3 2026[1].

Energy came first: bold flavours, zero sugar and slow-release caffeine from NewCaff®. We've since added Hydration, Iced Tea, Milkshakes and Syrups. With over 100 flavours, finding your favourite might take a minute. This October, we're bringing Energy to more than 350 Asda stores, building on our direct-to-consumer success. We want powdered drinks to become a grocery staple.

"Asda has backed us in bringing powdered drinks into mainstream grocery, supporting the launch ahead of its formal range review," says UK sales lead Ben Pegram. "That means we can get the brand into shoppers' hands sooner and learn from what sells. We've worked together on everything from pricing to merchandising, making the range easy to shop. We're backing the launch with a major campaign across creators, community, PR and retail media to build awareness and encourage trial."





"Welcome to the Soft Drink Revolution. No tattoo required"

Soft drinks, shaken up

HOLY

HOLY's better-for-you energy drinks.
Great taste, good conscience.

Now in ASDA



retail.uk@holy.com
holy.com

innocent

e: sales@innocentdrinks.co.uk
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Stretching into a new occasion

DETAILS

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Head of UK & Ireland

KEY BRANDS

innocent drinks
– smoothies
– super smoothies
– creamy smoothies
– juices
– juice + vitamins
–shots

kids' drinks
– coconut water
– juicy water
– juicy water with bubbles

Why stock creamy smoothies?
– No added sugar
– Count as one of your 5-a-day
– A source of fibre and vitamin C
– Stretches smoothie opportunity from beyond breakfast
– Taps into younger audience demand for 'little treats' without compromising on health

Source
[1] According to a 2025 NCSolutions survey
[2] Mintel 2025
[3] Mintel: UK Consumer Snacking 2026

innocent has unlocked a major new afternoon usage occasion with the launch of its creamy smoothies range this year, expanding the smoothie category beyond breakfast and directly targeting Gen Z shoppers driving 'little treat' culture.

Now available across major retailers including Sainsbury's, Morrisons and Ocado after an initial launch into Tesco stores, the fruit-led range bridges mid-afternoon indulgence with functional health – with the smoothies' velvety texture mirroring traditional dessert cues. Offering a range of three classic, dessert-inspired flavours – Like Strawberry Cupcakes, A Bit Like Lemon Pie and Blueberry Muffin-ish – all contain no added sugar and count as one of your 5-a-day, and are a source of fibre and vitamin C.

Category changing

Commenting on the launch, head of UK & Ireland Nicki Garland says: "By moving into this space, we didn't just launch a new range, we stretched the whole category into a new occasion altogether. While we've seen other categories start to play in this new 'little treat' space, smoothies hadn't shown up here yet. That's why we're excited for our creamy smoothies to lead the way; we recognise that treating is no longer occasional, and health is no longer optional, so for these drinks to deliver both at the same time is an innovation for consumers and the industry alike."

Little treat culture, no compromise

The innovation addresses a clear gap in the market, as traditional smoothies have perhaps under-indexed with younger consumers and previously remained tethered to the morning slot. Shifting habits show Gen Z drinkers are seeking small daily pick-me-ups, with 62% of people considering little treats an essential part of self-care[1]. Products like creamy smoothies therefore tap into this audience's love for everyday rituals and small affordable indulgences.

Younger audience demand

Younger audiences aren't abandoning health – their approach is just evolving.



> **"While we've seen other categories start to play in this new 'little treat' space, smoothies hadn't shown up here yet. That's why we're excited for our creamy smoothies to lead the way"**

Although research reveals 60% of Gen Z cite taste as a key driver when choosing food and drink, and 31% prioritise health[2], Garland explains: "Younger consumers haven't stopped caring about feeling good, they just don't want every decision to feel like a health decision." In fact, 59% of snack eaters seek out added health benefits[3], so creamy smoothies' USPs – especially being a source of fibre and Vitamin C – tap directly into consumer demand.

Marketing with connection

innocent is also bringing the creamy smoothies to life via experiential marketing, with an immersive pop-up event – 'little treat by innocent' –in Soho from 28 October to 1 November. The activation will feature playful serve suggestions, indulgent cues, and unexpected moments that marry dessert-like charm with innocent's signature natural goodness.

Garland concludes: "By stretching smoothies into afternoon occasions, innocent offers retailers a compelling, must-stock proposition driving incremental growth among younger shoppers."

fruit smoothies fit for dessert



innocent® fruit & veg forever

* Nielsen Discover, L52wks 8th Aug 26', ** Nielsen Discover, 8wks w/e 8th Aug 26
Contains naturally occurring sugars from fruit

Mockingbird Raw Press

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w: mockingbirdrawpress.com

Spreading its wings on health

DETAILS

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Head of Sales

KEY BRANDS

Mockingbird Raw Press
– Juices
– Smoothies
– Vitamin-powered Shots

Mockingbird Raw Press, the UK's award-winning No.1 raw smoothie & juice brand[1] is on mission to bring the healthy, great-tasting and freshly made quality of smoothies and juices available on the high-street into grocery. "More than ever, consumers are choosing fresh, natural and functional products, and Mockingbird Raw Press meets this growing demand through its raw crafted range," says co-founder Chris Laidlaw. "Offering the highest-quality smoothies & juices, Mockingbird Raw Press uses a combination of cold pressing and small batch high pressuring processing to protect the nutritional integrity of its raw fruit and veg for superior taste and health benefits."

Reflecting its appeal, Mockingbird has continued to go from strength to strength delivering £28m in sales in the past year and increasing its footprint by an additional 4,000 stores[2].

2026 saw Mockingbird grow its meal deal range by three additional SKUs, bringing its offering to three juice and three smoothie products across major retailers. The new range now includes Mockingbird Raw Shield, which in July also received two gold stars from the Great Taste judges. Raw Shield 750ml has delivered over £1.5m in category growth in the last year[3] and is the No.1 functional juice in multiple retailers[4]. Mockingbird juices represent 30% of the added benefit take-home category and are the fastest growing at +50%[5].

Focused on fibre

Fibre is the next big trend forecast to overtake protein, which is significant given that 96% of the British adult population isn't hitting the recommended daily fibre intake[6]. "Excitingly, the smoothie category is strategically advantaged to take the lead on fibre within drinks, and Mockingbird is uniquely positioned to offer the only naturally high-in-fibre smoothie in the category," says Laidlaw.





> **"Fibre is the next big trend forecast to overtake protein. Excitingly, the smoothie category is strategically advantaged to take the lead on fibre within drinks"**

Across this year and into 2027, Mockingbird has partnered with nutritionist, fibre expert and author, Kristen Stavridis and has just launched its new fibre media campaign across outdoor, social and sampling.

Vitamin-powered shots

Mockingbird has also spread its wings into the shots category, with its new vitamin-powered shots range launching into Morrisons stores nationwide. "We saw a huge opportunity to drive a point of difference in the shots category and bring with it the next wave of growth," explains Laidlaw. "Consumers were entering the shots category primarily to increase their vitamin intake[7], so we've made that mission simple for them.

The new range of shots contains a green Multi-Vit Shot, Orange Vit C&D shot and a Red Vit B Complex shot. As consumers also seek offerings that contain less sugar and have a stronger nutritional profile[8], each of the three products has a high-in-fibre claim and contains 50% veg and a kick of ginger."

Source

[1] Nielsen, L52W to 05.09.26
[2] Internal company data
[3-5] Nielsen, L52W to 05.09.26
[6] National Diet and Nutrition Survey 2019-2023: Report, UK Government 2025
[7-8] Research conducted by Appinio on behalf of Mockingbird Raw Press, n=2,000 UK national representative consumers

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MOCKINGBIRDRAWPRESS.COM

MOJU

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w: mojudrinks.com

Fuelling functional, naturally

DETAILS

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Jon Marchant
Marketing Director
Noel Dalton
Sales Director

KEY BRANDS

MOJU Ginger Vitality Shot
– 60ml shot & 420ml dosing bottle
MOJU Turmeric Vitality Shot
– 60ml shot & 420ml dosing bottle
MOJU Extra Strength Vitality Shot
– 60ml shot & 420ml dosing bottle
MOJU Hot Mango Immunity Shot
– 60ml shot & 420ml dosing bottle
MOJU Honey Lemon Immunity Shot
– 420ml dosing bottle
MOJU Elderberry Immunity Shot
– 420ml dosing bottle
MOJU Spicy Piña Immunity
– 420ml dosing bottle
MOJU Ginger XL Dosing Bottle
– 720ml dosing bottle
MOJU Ginger Double Shot
– 120ml

RRP: £5.95 420ml / £1.99 60ml / £3.25 120ml / £7.99 720ml

As the functional shots category passes the £100m milestone[1], naturally functional drinks are growing 2x faster than broader functional drinks and 4x faster than the total soft drinks category[2].

With this in mind, Moju is focused on unlocking its next phase of growth by broadening the needs, occasions and shoppers the format can serve. That ambition is driving one of Moju's biggest periods of innovation to date, spanning new formats, functions, flavours and consumption occasions, reveals CEO & co-founder Rich Goldsmith. Recent launches include Elderberry Immunity, the new XL Ginger Doser and the category-first Ginger Double Shot, giving existing shoppers more ways to engage with the category while attracting new shoppers.

Format innovation remains a major focus, he says. Building on the success of Moju's original 420ml Ginger Doser, the new 720ml XL Ginger Doser delivers 12 servings in the brand's biggest format yet. Designed for established shot routines and multi-user households, it offers greater value per serve while using 31% less plastic per serving than the original seven-shot bottle.

Moju is also expanding its formats to offer shoppers greater value and choice. The new 120ml Ginger Double Shot packs two servings of Moju's original Ginger shot into one format, reframing what value looks like within a meal deal and giving shoppers more Moju for their lunchtime choice. The category-first format also responds to growing demand for healthier meal deal options, with 75% of shoppers looking for healthier choices[3].

Innovation also extends into new ingredients and functional needs. Expanding Moju's immunity range and flavour offering, Elderberry Immunity brings black elderberry to the 420ml dosing format, pairing it with fresh root ginger and strawberry for a fruitier flavour profile that still delivers a warming ginger kick, without the full-on burn. Meanwhile, the company is continuing to explore how functional shots can play a role in new needs and moments across the day.



"Moju is innovating around format and value to give shoppers more choice within established occasions. Its innovation also extends into new ingredients and functional needs"



The brand pipeline is being backed by Moju's £2m investment throughout the autumn, winter and spring months, as it ramps up activity around the peak immunity season. These include support for the Double Shot with a Tesco-branded creative around the lunchtime occasion, and tapping into distinctive social talent to bring individual launches to life, including a music collaboration with 70-year-old rap battler Joy France for the XL Doser.

Built around fresh, whole food ingredients, led by its signature fresh root ginger and turmeric, Moju has pioneered new ways for shoppers to engage with functional shots – from establishing the multi-serve dosing bottle to new formats, functions and consumption occasions. That approach is translating into strong value for retailers. Moju sales are up 25.7% year on year[4], with the brand accounting for 43% of total functional shots value growth over the last 52 weeks[5].

Moju shoppers also purchase 50% more volume per trip[6] than the wider functional shots category average, while the 420ml Ginger Doser has a 44% repeat rate, the highest in chilled juice[7]. Together, that gives Moju a strong platform to continue driving the next phase of category growth, attracting new shoppers while giving existing shoppers more reasons to engage with functional shots.

Source

1 NIQ, Total Coverage, (incl Aldi & Lidl), L12w/e & L26w/e 11.07.26
2 NIQ, Total Coverage, L52 w/e 21.02.2026, & Worldpanel by Numerator 52 w/e 22.02.26
3 VYPR, April 2026
4-5 NielsenIQ, Total Coverage, Value Sales of Functional Shots, L52 w/e 08.08.26
6 Worldpanel by Numerator 52 w/e 15.06.25
7 Retailer X, Total Estate, Customer % Repeat Rate, L52 w/e 25.04.26, Ginger 420ml

MOJU®



THE UK'S #1 FUNCTIONAL SHOTS BRAND

Sources: NIQ Total Coverage UK, Volume and Value Sales 52we 05 09 26

Nutrabolt – C4

w: cellucor.uk
Insta: C4energy_eur

Flavour with a twist of energy

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VP Marketing – EMEA
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Category Marketing Manager – EMEA

KEY BRANDS

C4 Performance Energy 500ml
C4 x Twister® Pineapple Performance Energy
C4 Pre-workout
– C4 Original
– C4 Sport
– C4 Ripped
– C4 Ultimate
C4 Original Pre-workout shots 60ml
C4 Ultimate Pre-workout shots 60ml
C4 Whey Protein
C4 RTD Protein
C4 Protein REESE'S® Peanut Butter & Chocolate
C4 Protein HERSHEY'S® Milk Chocolate

In a category where taste drives 89% of energy drink purchases, and consumers are three times more likely to buy due to innovation than in other soft drink segments[1], flavour has become a critical battleground for growth. "Flavour innovation remains a key focus for C4, particularly as more consumers enter the functional drinks category through broader consumption occasions, where taste is often the deciding factor between trial and repeat purchase," explains Paul Coppin, VP marketing EMEA at Nutrabolt. "This is evidenced by the success of C4 x Twister Pineapple Performance Energy, which has become the No.1 selling energy drink on TikTok shop since launching in summer 2026[2]," he says.

C4 x Twister combines the credibility of the UK's most iconic ice lolly brand with C4's explosive energy to deliver a refreshing nostalgic taste. Featuring 160mg caffeine, B vitamins, Beta Power and zero sugars, C4 Performance Energy helps consumers to put a 'twist of energy'" in their everyday routines, whether in the gym, on the move, at work or in social moments.

"More recently, we launched fan-favourite Reese's Peanut Butter & Chocolate and Hershey's Milk Chocolate flavours into a convenient protein RTD format," he reveals. "Delivering 25g of protein in a 330ml bottle, the range expands consumption opportunities beyond the shaker, whether it's grabbed straight from the chiller post-workout, enjoyed during the commute home from the gym, or consumed on-the-go throughout the day. The result is the same unrivalled taste consumers love, now in an even more convenient format with no added sugars."





"In a category where functionality is increasingly expected, we believe great taste is what truly sets a brand apart and keeps consumers coming back. That's why we continue to invest in bold flavours and disruptive partnerships"

For C4, the goal is about fuelling everyday performance without compromising on taste, notes Coppin. "In a category where functionality is increasingly expected, we believe great taste is what truly sets a brand apart and keeps consumers coming back," he says. "That's why we continue to invest in bold flavours and disruptive partnerships that create excitement and drive category recruitment."

At the same time, C4 brings the credibility of trusted performance benefits with deep roots in fitness heritage, while continuing to evolve to meet broader performance needs and invest behind a more accessible portfolio. "To support this, we're building mass awareness and demand at scale to turn awareness into trial, drive repeat purchase, and ultimately unlock long-term consumer value."

This is supported by pan-European TV broadcasts such as Amazon Prime, strategic brand partnerships with the NBA and strong retail execution. "Also, since launching on TikTok Shop earlier this year, we've generated 18+ million views and seen strong sales momentum as 80% of Gen Z consumers use TikTok as their primary discovery platform[3].

"Looking ahead, flavour innovation and convenient on-the-go formats will stay a core part of our growth engine for 2027."

Source
[1] GB Energy Drink U&A Survey 2025
[2] Gross Merchandise Value, TTS, from June 2026 to Present
[3] Social Strategy Hub, TikTok Trends: Gen Z Brand Discovery in 2026, 26.07.26

ENERGISE YOUR SALES

C4'S CORE SKUS ARE GROWING +51.6%*



STOCK UP NOW

* Source: Nielsen, Total Impulse, Value Sales, L13W vs YA, to 03.10.26

Radnor Hills

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The new era of functional hydration

DETAILS

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KEY CONTACTS

Chris Sanders
Sales & Marketing Director

KEY BRANDS

Radnor+

– **Alkaline Water**: the hero of the Radnor+ range, with a high pH of 9.5 and greater levels of alkaline minerals like magnesium, which contribute to normal psychological function and electrolyte balance

– **Recover:** a subtle blend of clementine and bergamot with added magnesium, electrolytes and sea salt; its B vitamins and fibre help to reduce tiredness and fatigue

– **Energise:** a refreshing mango and pineapple spring water enriched with B vitamins, magnesium, caffeine and fibre; with natural energy from coffee beans, it's designed to boost alertness and keep you moving

– **Focus:** blends lime, yuzu, ginseng and green tea extract with added fibre and B vitamins which contribute to normal psychological function

– **Glow:** combines white peach and raspberry flavours with zinc, biotin and B vitamins, contributing to the maintenance of hair, skin and nails. Also contains added fibre to help increase daily fibre intake

Source

[1] Vypr, 2025, Consumer panel research among 3000 respondents aged 18-35. Unpublished market research conducted for Radnor Hills.

[2-3] YouGov, 2025. 'How many Brits are consuming energy drinks, protein shakes and probiotic beverages regularly?' – https://tinyurl.com/3ntsk996

What if your everyday water could do a little more? That's the thinking behind Radnor+, a brand-new range of functional spring waters set to launch from Welsh drinks producer Radnor Hills.

Combining the brand's mineral-rich, naturally filtered Welsh spring water with added functional nutrients, Radnor+ has been developed around the moments that make up everyday life – from busy mornings and active afternoons to wellbeing routines and everything in between.

Blending content and format

The range comprises five products – Alkaline Water, Recover, Energise, Focus and Glow – each containing ingredients bolstered with vitamins and minerals designed to offer different functional benefits that target specific moods or moments in the day (see detail left). And it's not just what's inside the bottle that sets Radnor+ apart. With a generous 660ml format, the range aims to make functional hydration feel less like an occasional purchase and more like an everyday essential.

Chris Sanders, sales & marketing director at Radnor Hills, says: "People are looking for drinks that do more than simply quench their thirst. They want hydration that fits around their lifestyle, supports their everyday routines and gives them that little something extra. So we've designed our brand-new premium range of Radnor+ drinks around people's everyday moments, whether they need a lift of energy, some time to focus, or they're recovering from a workout.

"Radnor+ combines our mineral-rich naturally filtered Welsh spring water with a number of added functional nutrients, including the essential mineral magnesium. The range is led by our hero SKU Alkaline Water with a pH of 9.5 hydration and added magnesium. Each of our four low-calorie flavours plus our Alkaline Water comes in a larger-than-average 660ml bottle to deliver a more generous drinking occasion – and at a price point that makes every day functional beverages accessible to all.



"People are looking for drinks that do more than simply quench their thirst. They want hydration that fits around their lifestyle, supports their everyday routines and gives them that little something extra"

"We're passionate about innovation and constantly explore new ideas to expand our portfolio and offer hydration that matches everyone's moments," he adds. "Our consumer research of 3,000 18 to 35-year-olds[1] showed they are supportive and excited to see our brands expanding beyond education, which is typically where they first enjoy our drinks."

Addressing the functional trend

Functional drinks are mainstream in Britain with 39% of Britons consuming them[2], many of whom are aged 25 to 34, with health and wellness their main motivation[3], notes Sanders. "We're looking forward to seeing Radnor+ become a core growth driver and flagship brand within our portfolio."

Developed to tap into a wide range of everyday occasions, Radnor+ will be available across grocery, convenience, foodservice and forecourts as well as the B&I sector, gyms, leisure, vending, travel and higher and further education. Launching January 2027, customers can preorder stock to hit the early health and wellness months of the new year.



RADNOR+

HYDRATION TO MATCH YOUR MOMENT



A new era of functional hydration.

Combining mineral rich, naturally filtered Welsh spring water with added functional nutrients, the Radnor+ range is the ideal accompaniment to life's truly important moments.

Scan the QR code to order free trade samples (available from January 2027).

radnorhills.co.uk

Radnor Hills

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Trusted hydration experts

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Sales & Marketing Director

KEY BRANDS

Radnor Spring
Radnor Splash
Radnor Hydrate

"Over the past 12 months there has been a clear shift in consumer demand towards healthier, more functional and sustainably produced drinks, particularly in categories where taste, wellbeing and environmental values combine," says Chris Sanders, sales & marketing director of Radnor Hills, one of the UK's leading soft drinks manufacturers.

"Our research shows that consumers want healthy hydration, great taste and, because we're still very much in a cost-of-living crisis, excellent value for money."

The Wales-based company, which has won awards for its sustainability, has grown its portfolio this year with a number of new and innovative products that appeal to both established customers and new health-conscious audiences.

"We kicked off 2026 with the launch of two new brands, Radnor Spring and Radnor Hydrate," says Sanders. "In grocery, spring's ROS has been strong within food-to-go. The Strawberry & Raspberry flavour has the strongest unweighted unit ROS of any 500ml single PET sparkling flavoured water in total grocery, with a ROS 32% higher than the next-best performing competitor[1]."

Radnor Spring fills the gap for older teenagers and young adults, while Radnor Hydrate is designed for grab-and-go, retail and school lunchboxes.

The company is continuing to see record growth for its hugely successful flavoured water range Radnor Splash, which is completely sugar-free and a blend of pure spring water and all-natural fruity flavours.

Over the last 52 weeks, Splash has grown at three times the rate of the overall flavoured water category in total grocery and is experiencing 36% year-on-year sales value growth[2]. Radnor Splash Strawberry 6x500ml delivers a five times higher ROS than the flavoured water category leader in total grocery[3].



"Shoppers are value-driven and we make it very easy for them to see the great price and value our brands offer"

Shelf space that works harder

Radnor Hills works closely with its retailers to help them to build visibility and drive trial of their products.

"Shoppers are value-driven and we make it very easy for them to see the great price and value our brands offer," adds Sanders. "For our retailers, we have a full launch calendar and support our products with impactful POS and in-store shopper marketing, sampling events, shows and events, plus consumer and trade PR. "We're more than a product supplier. We support the full sales process from buying and merchandising to selling through to shoppers."

A strong reputation

Radnor Hills is tapping into consumers who have grown up with the brand, as well as attracting new ones. "With 35 years of brand heritage and strong distribution across, hospitality and retail channels we're attracting shoppers who know and trust us," says Sanders. "Our combination of branding, consumer demand and a long-established reputation in the drinks category makes the Radnor range a retailer must-have."



Source

[1] NielsenIQ RMS data for the Mineral Water category for the last 4 week period ending 08.08.26
[2] NielsenIQ RMS data for the Mineral Water category for the 52-week period ending 11.07.26
[3] See 1

SHELF SPACE THAT WORKS HARDER



5x* unwght ROS

every SIP

Radnor Splash Strawberry 6x500ml delivers a **5x higher** unweighted ROS than the flavoured water category leader in Total Grocery.*

Radnor Spring Strawberry & Raspberry 500ml achieves a **32% higher** unweighted ROS than its nearest competitor in sparkling flavoured mineral water in Total Grocery.**

#1**

As retailers, it's vital to make every inch of your shelf space work harder!

Radnor

radnorhills.co.uk

*NielsenIQ [RMS] data for the Mineral Water category (NielsenIQ Defined) for the last 12 week period ending 08/08/2026 for the GB total grocer multis (Copyright © 2026, NielsenIQ)
** NielsenIQ [RMS] data for the Mineral Water category (NielsenIQ Defined) for the last 4 week period ending 08/08/2026 for the GB total grocer multis (Copyright © 2026, NielsenIQ)

Remedy Drinks

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Feel-good can taste good too

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KEY CONTACTS

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Managing Director
UK & Europe

KEY BRANDS

Remedy Kombucha
Remedy Sodaly

From a kitchen bench down under to the UK's No.1 kombucha brand[1], Remedy is shaking up soft drinks with consumer-led innovation, bold flavours, and one clear message; healthy doesn't need to be boring.

Sarah and Emmet Condon started Remedy in their Melbourne kitchen in 2012, when they noticed supermarkets were full of drinks that were either straight-up unhealthy, fake-healthy, or legit-healthy but not-so-tasty. Their mission? Delicious drinks that are genuinely better for you, with no sugar and no compromise on taste.

Remedy, now Australia's and the UK's No.1 kombucha brand[2], is bringing that challenger spirit to the wider soft drinks category with Sodaly, made with all-natural ingredients and prebiotic apple cider vinegar (ACV). Like all Remedy drinks, Sodaly gets its bangin' flavour with no sugar, naturally.

A better-for-you soft drink

Sodaly is on track to become a A$70m brand in Australia, recruiting 1.8m shoppers in the last 12 months[3], and is now launching in the UK. Twenty-nine per cent of those shoppers are new to soft drinks[4] – proof that this new wave is growing the category.

Remedy knows exactly who it's targeting: the health-led shoppers every retailer wants more of. Remedy understands the Sodaly shopper, who is trading up from traditional flavoured carbonates and also over-indexes in adjacent categories, being 3x more likely to buy flavoured carbonates multipacks and better-for-you snacks than the average shopper[5]. In the UK, demand for healthier drinks is clear, with six in ten shoppers seeking no-sugar options. Natural ingredients, fewer calories and avoiding artificial sweeteners are also high on the agenda[6]. Sodaly ticks every box, backed by an integrated campaign spanning sampling, influencers, retail activation, out-of-home, digital and PR.

"Consumers want drinks that deliver on taste without the sugar, and Sodaly does exactly that," says Santino Luciano, managing director UK & Europe at Remedy. "We're bringing our experience and success in kombucha to a new category, with a product that meets shopper needs and gives retailers an exciting opportunity to drive incremental growth."







> **"Remedy knows exactly who it is targeting: the health-led shoppers every retailer wants more of"**

The kombucha gift that keeps giving

If there's a time your guts need a little love, it's the annual season of overindulgence. Remedy's new festive kombucha, Merry Cherry, combines cherry, white chocolate, raspberry and biscuit notes that taste naughty but are actually nice. This taps into growing demand for no & low drinks during the festive season. Alcohol moderation among UK drinkers has risen from 31% in 2018 to 44%[7], with 18-34s seeing an even greater increase from 28% to 49%[8].

Remedy is donating 10p from every bottle sold to Social Bite, supporting people experiencing homelessness.

Luciano concludes: "With bangin' taste, no sugar, and innovation at heart, Remedy proves better-for-you drinks can be anything but boring."

Source

1 Nielsen, Total Kombucha GB, 52 w/e 09.05.26
2 Aus / UK Nielsen, Total Kombucha GB, 52 w/e 09.05.26
3 Circana, Australia, Sodaly Brand, Sales, L104 wks to 05.07.26
4 Woolworths Quantium Supplier Scorecard June 2026
5 Woolworths Quantium Sodaly Consumer profile, Gains and Losses, August 2026
6 Vypr Predicts, September 2026, Survey of 250 UK grocery shoppers
7-8 Drinkaware survey, December 2025

TELL SUGAR, GET FRUCT!

THERE'S A *Remedy* FOR THAT



ALL THE FIZZ NONE OF THE SHIZ



Get Sodaly Addicted

NO SUGAR *for real*

LOW *calories*

full of FLAVOUR

all-natural INGREDIENTS

A-OK IN *or* OUT *of the* FRIDGE

EST 2012 Remedy

SHS Drinks

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Flavour, format and occasion

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Jess Whittaker
Brand Manager – Rocks
Donna Griffin-Davis
Brand Manager – Shloer

KEY BRANDS

bottlegreen
Rocks
Shloer

As consumer expectations around soft drinks continue to evolve, SHS Drinks is strengthening its portfolio with brands that offer more than simple refreshment. The focus across bottlegreen, Rocks and Shloer, is to create products that feel distinctive, relevant and right for the moment, whether through flavour, format, cleaner-label credentials, convenience or a stronger sense of occasion. Alongside this, SHS Drinks is building a strong pipeline of innovation designed to unlock new growth opportunities.

"Consumers increasingly look for soft drinks that deliver on several levels," says Scott Bell, marketing director at SHS Drinks. "Great taste and refreshment remain fundamental, but shoppers are also looking for quality, value and products that fit naturally into the way they live and socialise."

Brand momentum

That changing behaviour is creating momentum across the portfolio. bottlegreen, the UK's largest adult cordial brand, is worth more than £21.5m annually[1]. Its Elderflower cordial is the No.1 SKU in adult cordials[2], worth £10.6m and growing by 13%, while bottlegreen Pressé, led by Elderflower, contributes almost £6m annually[3].

Adult soft drinks are increasingly taking cues from premium alcohol, as shoppers seek sophisticated flavours and botanicals. Tapping into these trends, bottlegreen has partnered with Highgrove and The King's Foundation on a collection inspired by Highgrove Gardens: Magnolia & Elderflower, English Rose & Raspberry and Rhubarb & Ginger. The range brings a premium touch to at-home occasions, while the brand's can format offers a convenient option for on-the-go refreshment.





"Consumers increasingly look for soft drinks that deliver on several levels. Great taste and refreshment remain fundamental, but shoppers are also looking for quality, value and products that fit naturally into the way they live and socialise"

Built around real fruit and clean-label credentials, the Rocks brand is the fastest-growing within the SHS Drinks portfolio, up 41% annually and with further acceleration through the summer[4]. New distribution in Morrisons, an incremental Summer Fruits listing in Waitrose and the introduction of 330ml sparkling cans are all helping Rocks reach more consumers in more ways, while the Organic range has been brought back following renewed demand for organic products and cleaner-label choices.

"With Rocks, our focus is on making the brand's difference immediately clear," Bell says. "Real fruit and simple, clean-label credentials offer retailers a genuinely distinctive proposition, while the broader range gives consumers more choice both at-home and on-the-go."

Shloer continues to focus on food, entertaining and shared occasions, particularly during the key Halloween-to-Christmas period, when its share of adult soft drinks increases significantly and creates a strong opportunity for retailers. Its cans extend that occasion-led appeal into convenient single-serve moments such as picnics, barbecues and informal gatherings. Taste Mates is helping to strengthen the brand's association with food and sociability, while the Pass the Sparkle campaign will support Shloer through Christmas.

Source

[1-3] Nielsen, Total Trade, Value Sales, MAT to 05.09.26
[4] Nielsen, Total Trade, YTD vs 2025, Value Sales to 05.09.26

MADE WITH REAL FRUIT

NOTHING ARTIFICIAL

PURE SPRING WATER AT OUR CORE

NATURAL SUGARS SUITABLE FOR VEGANS



ORIGINAL RECIPE NOW PROUDLY ORGANIC



SOIL ASSOCIATION ORGANIC



NOW IN GENTLY SPARKLING CANS

+43% GROWTH L12W*

Source: *Nielsen Take Home 12W to 08.08.26.

Suntory Beverage & Food GB&I

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Energising category growth

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KEY BRANDS

Lucozade Energy
Lucozade Sport
Ribena
Orangina
-196

Shoppers increasingly seek out drinks that deliver more than just refreshment, whether that's energy, functional benefits, hydration or exciting flavours, says John Gunton, head of sales – grocery mults at Suntory Beverage & Food GB&I. "We help retailers maximise sales opportunities by tapping into these trends through our portfolio of established brands, as well as consistent innovation and targeted brand investment," he notes.

Driving excitement via innovation

Innovation remains a key driver of category growth, helping retailers attract sales, encourage repeat purchase and create excitement, says Gunton. "Over the past year, we have continued to invest in new flavours and formats to ensure our brands stay relevant and provide what shoppers are looking for," he explains. "Variety plays an important role in maintaining interest while catering to increasingly diverse consumer preferences.

"In April, we permanently re-introduced fan favourite, Lucozade Energy Grafruitti Zero Sugar, to help retailers tap into the current consumer demand for nostalgic, familiar flavours[1]. We also expanded the range further in September with the launch of Lucozade Energy Sherbet Twist Zero Sugar, a new zingy, refreshing flavour. After identifying Summer Fruits as the third most popular flavour in squash[2] and the fifth most popular RTD flavour[3], this summer we launched Ribena Summer Fruits in three formats: 850ml squash, 500ml RTD bottle and 250ml carton."

Powerful marketing support

Supporting innovation with strong brand investment is fundamental, he says. "We've continued to increase advertising and promotional spend for our brands, reflecting our long-term commitment to keeping them relevant and building consumer demand. We support our brands through national marketing campaigns, including sports partnerships, shopper initiatives and in-store activations, designed to drive awareness, consideration and purchase across key consumer audiences.







> **"Variety plays an important role in maintaining interest while catering to increasingly diverse preferences"**



"Seasonal activity also plays an important role in maintaining relevance throughout the year and creating timely opportunities for retailers," he adds. "This September we brought back seasonal favourite Ribena Winter Spice. As Christmas trading is imminent, festive displays and relevant cross-category placement can help retailers make the most of limited-edition lines."

Must-stock brands

"For grocery retailers, the strength of our portfolio lies in the breadth of the range and its ability to satisfy multiple shopper missions and needs," notes Gunton. "For example, Lucozade Energy combines established scale with functional credentials, while Lucozade Sport offers carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. As shoppers seek out functional benefits and exciting new choices, Lucozade and Ribena enable retailers to meet demand across a wide range of occasions."

Source
[1] MTP Trends Framework 2026-28
[2-3] NielsenIQ, Retail measurement GB, Total soft drinks, 26.10.25


NEW
NOW ZERO SUGAR
STOCK IT TO BELIEVE IT
We want LUCOZADE GRAFRUITTi back on our shelves!
REFRESHING UPLIFT
Lucozade
ENERGY
ZERO SUGAR
GRAFRUiTTi
BACK FOR THE BELIEVERS
Recycle
Vitamin B3 helps reduce tiredness and fatigue.
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Lucozade

Tonino Lamborghini Energy Drinks

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Where energy, meets style.

DETAILS

Tonino Lamborghini Energy Drinks
Licensed in the UK by Supreme plc
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Manufactured in the UK by Clearly Drinks (part of the Supreme group)

KEY CONTACTS

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KEY BRANDS

Tonino Lamborghini Energy
– Original
– Original Sugar Free
– Cherry
– Watermelon
– Passion Blast
– Apple
RRP £1.90 for a 500ml can
Promotion price £1.50

Source
[1] YouGov: https://tinyurl.com/4a6m32mn

Inspired by contemporary Italian lifestyle, Tonino Lamborghini Energy Drinks bring bold flavours, striking design and an aspirational identity to the UK market. Instantly recognisable branding creates standout shelf presence, with awareness of the wider Lamborghini name at 97%[1].

"Made with natural caffeine from coffee beans and natural colourings, the range is low in sugar and calories, while flavoured variants contain fruit juice from concentrate. These recipes reflect increasingly health-conscious preferences while delivering on taste and premium presentation," says Sam Brothers, product manager at Supreme.

Initially launched in the UK in a 500ml can, the range offers value for money in a popular, growing format, making its premium proposition more accessible to shoppers.

"Our focus is on growing distribution and offering shoppers something different. Following our rollout across approximately 1,200 Morrisons Daily convenience stores, listings with leading wholesalers such as Dhamecha and United Wholesale Grocers, as well as a successful ongoing Costco roadshow activation, we're building strong momentum. Internationally, we've also launched across 1,000 7-Eleven stores in Hong Kong, with plans to enter the UAE market shortly."



"Upgrade your energy: our instantly recognisable branding delivers strong shelf presence"



Tropicana Brands Group

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Creating relevant soft drink moments

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Marketing Director

KEY BRANDS

Tropicana
Naked
Copella

As the way people shop and consume juice continues to evolve, Tropicana Brands Group is responding with a portfolio that reflects a broader range of tastes, occasions and needs – from the familiar role of juice at breakfast to growing interest in functional drinks, health and wellness.

Tropicana's heritage remains at the heart of the portfolio, with its core orange, apple and multifruit juices enjoyed across the day. Alongside these are lighter options through Tropicana Fresh & Light, while Copella brings its distinctive apple range to the portfolio.

More recently, the company's focus has extended into emerging occasions. Tropicana Hydrate+ combines real fruit juice and coconut water with magnesium to support electrolyte balance, alongside vitamins B1, B2, B6, C and E. Naked is also evolving beyond its established smoothie range, with Protein Machine and Fibre Machine responding to growing interest in protein and fibre as part of wellbeing.



> **"Our breadth reflects a simple reality: there is no single soft drinks occasion"**

Marketing director Liz Ashdown says: "Ultimately, the breadth of our range reflects a simple reality: there is no single soft drinks occasion. From breakfast and lunchtime refreshment to on-the-go, functionality and wellness, consumers are making different choices at different points in their day – and the category needs to evolve with them."





William Reed.

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