



FUNCTIONAL ZERO-PROOF COCKTAILS

In the past year, consumers have been creating new routines and habits especially around food and beverage consumption while at home, specifically with alcohol. According to a recent FONA survey, only 38% of consumers say that they are drinking more alcohol since the onset of COVID-19. This leaves a tremendous amount of opportunity for non-alcoholic cocktails to offer the benefits that consumers once looked to alcohol to provide, such as relaxation. Let's take a closer look at how consumers are moving towards a more 'sober curious' and a less libatious lifestyle.

MINDFUL CONSUMPTION



Mindful consumption has shifted consumers towards zero-proof cocktails and even seeking ways to live a healthier lifestyle overall, minus the alcohol. This trend is not only sweeping the nation, but the globe as IWSR is reporting that the consumption of low and no-alcohol products is expected to grow 31% by 2024.

Beer has been the main product offering consumers low or no-alcohol options, but other categories are catching up to ensure their target consumers have products such as wine, spirits and even mixers to quench their thirst.

We have been tracking this trend over the past couple of years and wanted to learn more, so we commissioned a nationwide survey to gain a consumer perspective on their overall consumption habits and explore the topic deeper. Let's take a closer look at what consumers are saying.

55%

of consumers surveyed are consuming zero-proof cocktails (mocktails, non-alcoholic seltzers, etc.) at least 2-3 times per week or more. -FONA Survey

66%

of consumers surveyed are extremely and very interested in a zero-proof cocktail (mocktails, non-alcoholic seltzers, etc.) with added functional benefits (i.e. hydration, weight management, improved mood, etc.) -FONA Survey

HEALTH & WELLNESS



One of the primary reasons consumers are turning away from consuming alcohol is to focus on living a healthier lifestyle. 91% of consumers are interested in general health and wellness benefits from zero-proof cocktails (mocktails, non-alcoholic seltzers, etc.) according to FONA's recent survey. Consuming at home, in the evening is the top occasion that consumers stated they would consume a health and wellness zero-proof cocktail.

The top ingredients span an array of consumer need states from cardiovascular health, bone health and even immunity—ultimately showing that consumers are focusing on more than one health condition, with the goal of living a long and healthy life.

Top Rated Health & Wellness Functional Ingredients

- 93% Omega 3's: cardiovascular health
- 92% Vitamin D: regulate the amount of calcium and phosphate in the body
- 91% Vitamin C: immunity
- 91% Antioxidants: neutralize free radicals to help promote cellular health



GOLDTHREAD PLANT-BASED TONICS:

Based in Santa Monica, CA, Goldthread has created 11 plant-based tonics that have health & wellness boosting pairings such as rose-hips and raspberry leaf for immunity and roots like turmeric and ginger for digestive health. | US



SHRUB BUCHA: Combining 'shrubs' (vinegared syrup mixed with spirits & sparkling water) and kombucha, this beverage is loaded with good bacteria and enzymes and described as the first probiotic mocktail in classic cocktail flavors. The probiotics help boost your gut health that in turn improve your overall health. | US

RELAXATION

It's no surprise that relaxation is one of the top need-states consumers are looking for from zero-proof cocktails (mocktails, non-alcoholic seltzers, etc.) with 89% of consumers surveyed interested in this functionality, according to FONA's recent survey. Consuming at home, in the evening is the top occasion that consumers stated they would consume a relaxation zero-proof cocktail. We are spotting the top-rated ingredients in market products around the globe.

Top Rated Relaxation Functional Ingredients

% Interested	Functional Ingredient
79%	L-Theanine: promote relaxation & stress reduction
78%	Adaptogens: improves overall well-being, reduces anxiety & helping you relax
77%	CBD: reduce stress & promote relaxation



Products of Note



KIN EUPHORICS SOCIAL HOUR SPIRIT: Offering bottled spirit alternatives that feature adaptogens and nootropics in one mix. This beverage is described to deliver a menu of mood-defining drink designed to elevate the spirit and relax the body. | US



RECESS COCONUT LIME SPARKLING WATER: Infused with hemp extract and adaptogens for help with balance and clarity. Contains hemp extract, American ginseng and L-theanine, which can ease tension and brighten mood; and lemon balm, which can boost vitality and promote balance. | US



PUNCH! DRINKS SOFT PUNCH GREEN DREAM ORGANIC CANNABIS SPARKLING BEVERAGE: Made with botanically infused hemp for relaxation and focus. The THC-free and CBD-free product is suitable for vegans, is small batch infused and organically crafted. | Estonia

BOOZE-FREE 'BUZZ' FROM SUN CHASER

Described as “the alcohol-free drink designed to give you a buzz,” Sun Chaser truly is a zero-proof beverage that acts as if it were alcohol.

According to the products website, “Sun Chaser’s “buzz” comes from four nootropic supplements, GABA, 5-HTP, L-Theanine and Cordyceps. When combined our supplements impact the same centers in your brain responsible for stress relief and joy. After 1-2 Sun Chasers, our blend of supplements produce a light and uplifting buzz. No alcohol necessary, as Sun Chaser will not intoxicate you.” And with only 60 calories it is light on the waistline too.

- The beverage is free from: alcohol, caffeine, CBD, and THC.
- The original flavor is described as “notes of tart cherry, citrus, apple and a pop of mint for a unique mocktail-in-a-can experience.”



photo courtesy of drinksunchaser.com



Together with Sun Chaser’s light, alcohol-free buzz, you’ll be feeling yourself tonight and feeling your best tomorrow!

-drinksunchaser.com



THE TAKEAWAYS

There is growing consumer interest in low and no-alcohol products and consumers are also looking to get functional benefits from those beverages as well. These beverages are taking the category by storm and gaining great momentum within the industry. There is whitespace in the market to create low and no-alcohol versions of consumers favorite cocktails and with the functional ingredients they have been looking for.

From general health and wellness, relaxation and many more need-states, we have the data you are looking for from our nationwide survey. Reach out to learn more and how your brands can meet the growing needs of sober curious consumers.

SOURCES

1. FONA International Nationwide Survey
2. IWSR Drinks Market Analysis
3. Mintel GNPD
4. Beverage Daily
5. Goldthred
6. Sun Chaser
7. Ferm Natale



YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/