

*The new age of non-alcoholic cocktails:*

# GIFFARD NON-ALCOHOLIC LIQUEURS



DEPUIS 1885  
**GIFFARD**  
FRANCE



# NO & LOW

*Mindful Drinking insights provided  
by Camille Vidal, @MindfullyCami*





*Mindful Drinkers...*  
**WHO ARE THEY?**

**SOBER**

30% Americans  
20% Brits  
20% French  
29% Australians

**MODERATORS**

More than half of the population in the USA & UK have stated want to reduce their alcohol consumption either cutting down or cutting out.



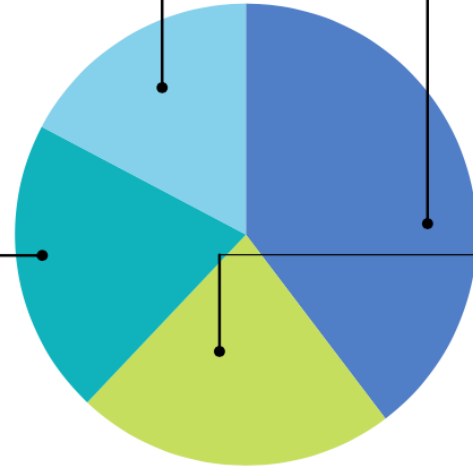
# Mindful Drinking BALANCE

## Consumer Type

Triallers

**17%**

*'I normally drink full-strength alcoholic beverages and have very occasionally tried a no- or low-alcohol beverage'*



Substituters

**40%**

*'I typically drink no- and low-alcohol beverages on certain occasions, and full-strength alcoholic beverages on others'*

Blenders

**21%**

*'I typically switch between no-alcohol, low-alcohol and full-strength alcoholic drinks in the same occasion'*

Abstainers

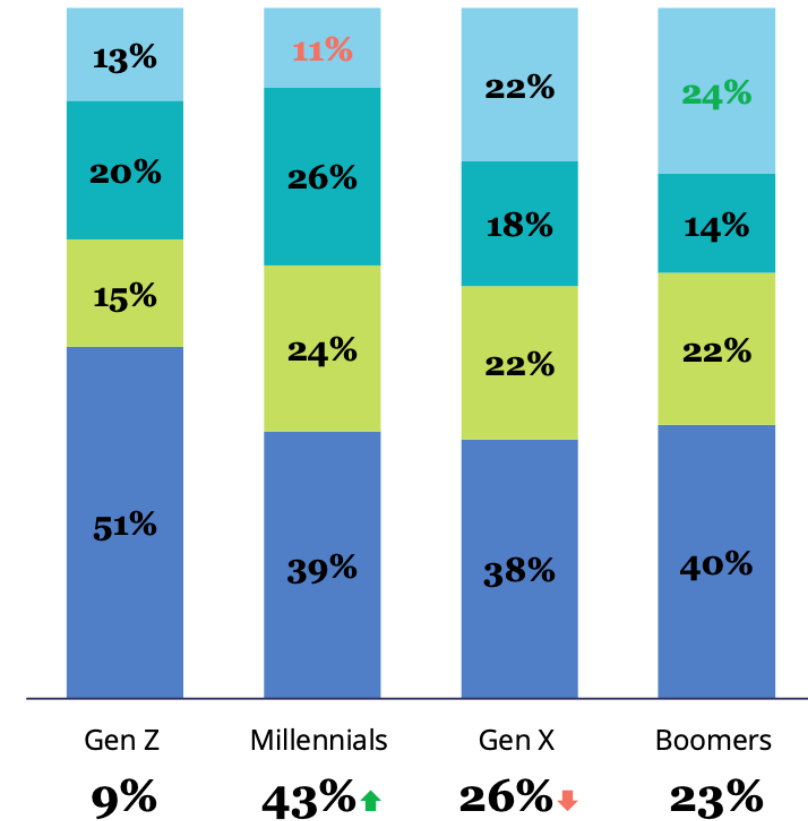
**22%**

*'I avoid alcohol completely'*

- Substituters are more likely to actively reduce alcohol intake by switching to no- and low-alcohol beverages or not drinking at all. They shop in this category most frequently.
- The size of the Millennials age group has increased in the last year while Gen X has decreased significantly.

## Demographic Splits

Share of No/Low Drinkers (%)







## GENERATION MODERATION

Moderation is happening across all age groups. However, **22-24s** and **35-44s** are those which **are driving the category forward**. Understanding how these particular customers engage with the category, and the intrinsic behaviours and attitudes which are driving the initial need for non-alcohol products, will be fundamental in understanding how to unlock the opportunities for the future consumers.



**30%**

of the US population reports abstaining from alcohol

Average number of alcoholic beverages consumed in a week

**↓ 20%**

Since 2015

**52%**

of US Adults report trying to consume less alcohol

**64%**

of NA products are consumed at home

Gen Z consumers are drinking less than any other generation with

**25%**

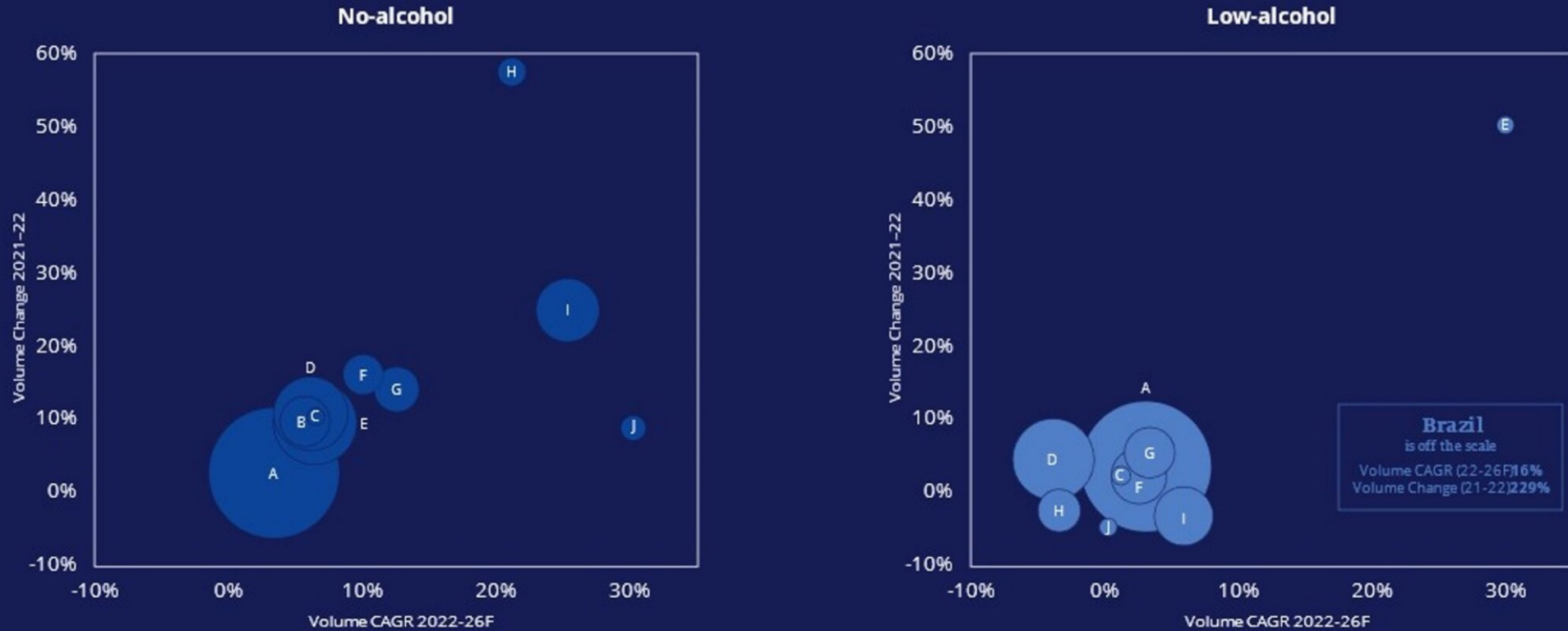
Reporting drinking NO alcohol whatsoever

**58%**

of consumers report drinking alcohol and NA in the same occasion



# NO & LOW-ALCOHOL CATEGORY VALUE SURPASSES \$11BN IN 2022



A - Germany B - Brazil C - South Africa D - Spain E - Japan F - United Kingdom G - France H - Australia I - United States J - Canada

*Sales are up 31% in the US*



*By 2026, the value of the no/low-alcohol category across 10 markets is expected to grow by more than a third, led mainly by alcohol-free products.*

*Citing IWSR data, non-alcoholic 'spirits' brand Lyre's says the alcohol-free 'spirits' category is growing rapidly and projected to exceed US \$624 billion by 2031.*





## NO & LOW CATEGORY

From Seedlip, who launched in its founder's kitchen in 2015 to 2023, there are now hundreds of products out there with 72 new SKU's (outside of beer) launching last year alone.



DEPUIS 1885

# GIFFARD

FRANCE

*Since 1885, five generations of the Giffard family have worked hard to provide the world with quality liqueurs and syrups. Produced in France's Loire Valley, Giffard improves cocktails with the uncompromised taste of whole, natural ingredients.*







# GIFFARD NON-ALCOHOLIC LIQUEURS

What can Giffard Non-Alcoholic Liqueurs bring to a cocktail?

- ✓ **Viscosity**
- ✓ **Depth**
- ✓ **Robust flavor**

- Without the addition of alcohol!
- Ensuring that our customers never have to compromise on taste and can craft the highest quality non-alcoholic beverage offerings.



# THE CREATION PROCESS



## FRUIT & MACERATION

Fruits & Plants

+ French White Wine Vinegar  
= Flavorful Infused Vinegar.



## BLENDING to BOTTLING

Vinegar notes are removed from  
the nose and palate through a proprietary  
process, then the product is pasteurized.



## RESULT

A bright, non-alcoholic liqueur with  
balanced acid, robust aromatics,  
and a round mouthfeel.

**PERFECT FOR NA COCKTAILS!**





# GIFFARD NON-ALCOHOLIC LIQUEURS

- 
- Grapefruit •
  - Pineapple •
  - Elderflower •
  - Ginger •
- 

**VOLUME:**  
700 mL

**SHELF LIFE:**  
18 months,  
5 months once open  
and at room temperature



# WHAT IS NON-ALCOHOLIC LIQUEURS

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*Is it a*  
**SHRUB?**

*Is it a*  
**SYRUP?**

*Is it a*  
**LEAGUE OF IT'S OWN?**

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# GIFFARD GRAPEFRUIT NON-ALCOHOLIC LIQUEUR

**VOLUME:** 700 mL

**APPEARANCE:** Soft pink blush

**AROMA:** A delightful bouquet of zesty grapefruit intertwined with powerful floral and vegetal notes

**TASTING NOTES:** Vibrant, perfect balance of sweet vibrant grapefruit and ripe tangy citrus



Mix it with sparkling lemon-lime soda for an easy refreshing cocktail, or use agave syrup for a non-alcoholic Paloma riff.



## NON-ALCOHOLIC GRAPEFRUIT SPRITZ

2 oz. Giffard Non-Alcoholic Grapefruit Liqueur

4 oz. Sparkling Lemon-lime soda

**GLASS:** Rocks glass

**METHOD:** Build cocktail in a rocks glass filled with ice, add soda with a cocktail spoon and lightly stir.

**GARNISH:** Lime wheel





# GIFFARD PINEAPPLE NON-ALCOHOLIC LIQUEUR

**VOLUME:** 700 mL

**APPEARANCE:** Golden yellow

**AROMA:** Exotic and caramelized candied fruits

**TASTING NOTES:** Candied pineapple, bright acidity and a whisper of spice



Try mixing it with a rum alternative and lime juice for a daiquiri twist or with Giffard Orgeat Syrup in a booze-free Mai Tai.



## NO ALCOHOL, NO CRY

- 2 oz. Giffard Non-Alcoholic Pineapple Liqueur
- 2 oz. Ritual Rum Alternative
- .5 oz. Lime juice
- 1 bar spoon cocktail maraschino cherry juice

**GLASS:** Chilled coupe glass

**METHOD:** Combine all ingredients except Maraschino cherry juice in a shaker with ice. Shake vigorously and double strain into a coupe glass. Using a bar spoon, sink the maraschino cherry juice to the bottom of the cocktail glass.

**GARNISH:** Two cocktail maraschino cherries





# GIFFARD GINGER NON-ALCOHOLIC LIQUEUR

**VOLUME:** 700 mL

**APPEARANCE:** Translucent straw

**AROMA:** Ginger root balancing pepper, rose, and herbs, with a wisp of lemon

**TASTING NOTES:** Warm, spicy, fresh ginger, blending with citrus and lemongrass



Mix it with lemonade and seltzer water in a simple highball or with soda water for a zero-proof mule.



## BAND CAMP SUMMER

2 oz. Giffard Non-Alcoholic Ginger Liqueur

4 oz. Lemonade

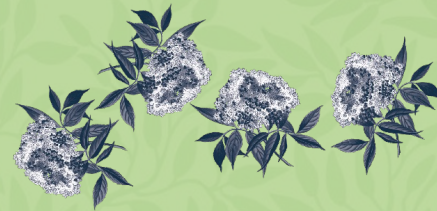
1 oz. Seltzer water

**GLASS:** Collins glass

**METHOD:** Build cocktail in a Collins glass filled with ice, add seltzer water with a cocktail spoon and lightly stir.

**GARNISH:** Thai basil





# GIFFARD ELDERFLOWER NON-ALCOHOLIC LIQUEUR



**VOLUME:** 700 mL

**APPEARANCE:** Light sunny yellow

**AROMA:** Floral notes alongside exotic scents of lychee and saffron

**TASTING NOTES:** Lychee, floral rose, and wormwood intermingling with a touch of acidity



Enjoy it with lemon and tonic in a NA twist on a G&T or in a No-groni.



## FLOWER CHILD

1.5 oz. Giffard Non-Alcoholic Elderflower Liqueur  
.5 oz. lemon juice  
3 oz. Tonic

**GLASS:** Collins glass

**METHOD:** Build cocktail in a Collins glass filled with ice, add tonic with a cocktail spoon and lightly stir.

**GARNISH:** Lemon wheel



# KEY TAKEAWAYS: EASE OF USE

Giffard Non- Alcoholic Liqueurs are easy to use for both bar professionals and at-home bartenders, they...

- Add texture and mouthfeel
- Depth and complexity
- Provide consistency and ease
- Stable and safe
- Endless creativity

**With Giffard Non-Alcoholic Liqueurs, we finally we have an ingredient that enables us to make great alcohol-free cocktails with ease.**






# NO & LOW

*in venues*



# ALCOHOL-FREE CONSUMPTION WHEN IN ON PREMISE



**24% age  
21 - 34**

**1 in 7**

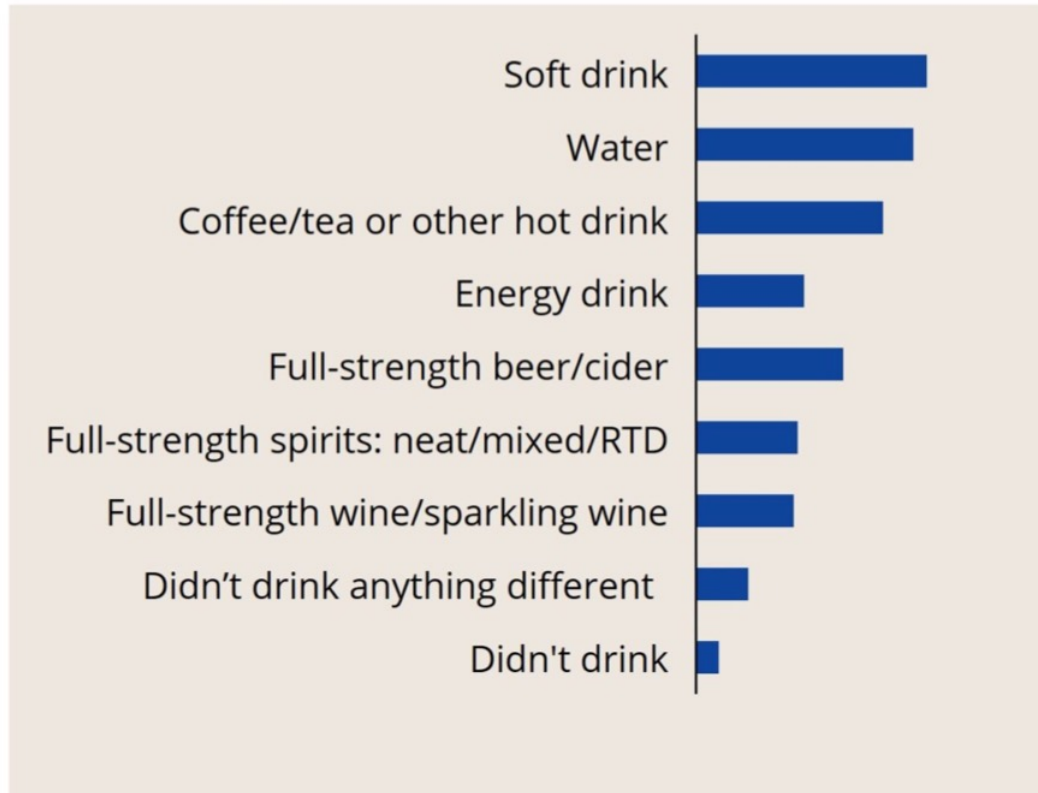
14% of consumers have  
non-alcoholic alternatives

*The mindful drinker either influences or is  
the decision maker in the choice of the venue*




## No-alcohol Substitution (10 Markets)

Q Last time you had a no-alcohol drink, what would you normally have drunk on the same occasion?





A clear, faceted glass filled with water sits on a dark wooden bar counter. The background is blurred, showing a bar setting with various bottles and equipment. The lighting is warm and focused on the glass.

*In the UK £800m is left on the table from bars & restaurant from not having a No & Low offer to upsell from tap water or soft drinks.*



# KEY TAKEAWAY: THE IMPORTANCE OF NA

Developing an NA program is important if your account is dedicated to:

- **INCLUSIVITY:** 1 in 7 don't drink alcohol
- **CREATIVITY:** Offering creative menu with all level of ABV
- **BUSINESS OPPORTUNITY:** Upselling from sodas and tap water
- **GROWTH:** Recruiting more guests and more regular visits by having options for mindful drinkers
- **EVOLUTION:** Mindful drinking isn't a trend but a movement, one that keeps on growing and is here to stay. We see younger generations drinking less, we need to make sure our industry adapts and evolves to accommodate.



# WHAT IS A GREAT MENU WITH NO & LOW?





# MOCKTAIL ERA IS DEAD







## YOUR VENUE

Making your No & Low program  
strong by considering:

- **Menu** • **Selection** • **Team** • **Promotion** •

**Make your NA menu clear, visible and known.  
Share the menu on your website, socials, and with your team.**



# KEY TAKEAWAY: RECREATE NA CLASSICS

When creating your NA menu remember to...

- **STRUCTURE:** Classics are classic for a reason, it's a great structure to follow, but when it comes to non-alcs it's not always a 1 to 1 replacement so make sure to play around.
- **CREATIVITY:** Use that structure be creative to create depth and complexity.
- **QUALITY:** There are incredible alcohol-free spirits and now with NA liqueurs, we have the ability to make quality products and not just mix juices together.
- **INNOVATION:** Be curious and think outside the box may it be adding vinegar, bitters, salt, acids. Find ways to recreate structure.
- **PASSION:** Make sure you put the same craft and passion into making your non alc cocktail. Take it as a challenge as it is more complex!





## RECIPE: LUCKY CHARM BRACELET

*Created by Shannon Michele*

1 oz. Giffard Non-Alcoholic Elderflower Liqueur  
1 oz. Earl grey Cold Brewed Tea\*  
0.5 oz. Lime juice  
0.25 oz. Grapefruit juice  
1.5 oz. Strawberry-Rose Milk\*  
1 Pinch of salt

**GLASS:** Nick & Nora glass

**METHOD:** Add all ingredients to a sealed container and let rest for at least 2 hours. Filter your punch through a cheesecloth and fine strainer until you reach your desired clarity. Pour into your favorite chilled Nick & Nora glass wrapped with a satin bow and express a wide grapefruit peel over top. Bottle and store somewhere cool when not serving.

**GARNISH:** None

*\*Recipe in notes*





# RECIPE: ROSÉ PAMPLEMOUSSE

*An alcohol-free version of the classic south of France summer drink created by Camille Vidal*

2 oz. Giffard Non-Alcoholic Grapefruit Liqueur  
Top up with Alcohol Free Sparkling Rosé

**GLASS:** Wine glass

**METHOD:** Build

**GARNISH:** Grapefruit slice





## RECIPE:

# ANANAS CUBANO

*A tropical twist on an old cuban created by Camille Vidal*

2 oz. NA rum  
1 oz. Giffard Non-Alcoholic Pineapple Liqueur  
¾ oz. Fresh lime  
5 dashes All the Bitter Aromatic  
Mint leaves

Top up with AF Sparkling Wine

**GLASS:** Coupe glass

**METHOD:** Shake

**GARNISH:** Mint leaf





## RECIPE:

# MINDFUL PENICILLIN

*Riff on a gold rush this is an alcohol free version of Sam Ross classic Penicillin adapted by Camille Vidal*

2 oz. NA whisky  
1 oz. Giffard Non-Alcoholic Ginger Liqueur  
.5 oz. Honey syrup with bee pollen  
 $\frac{3}{4}$  oz. Fresh lemon  
2 dashes Smokey bitters

**GLASS:** Rocks glass  
**METHOD:** Shake  
**GARNISH:** Bee pollen