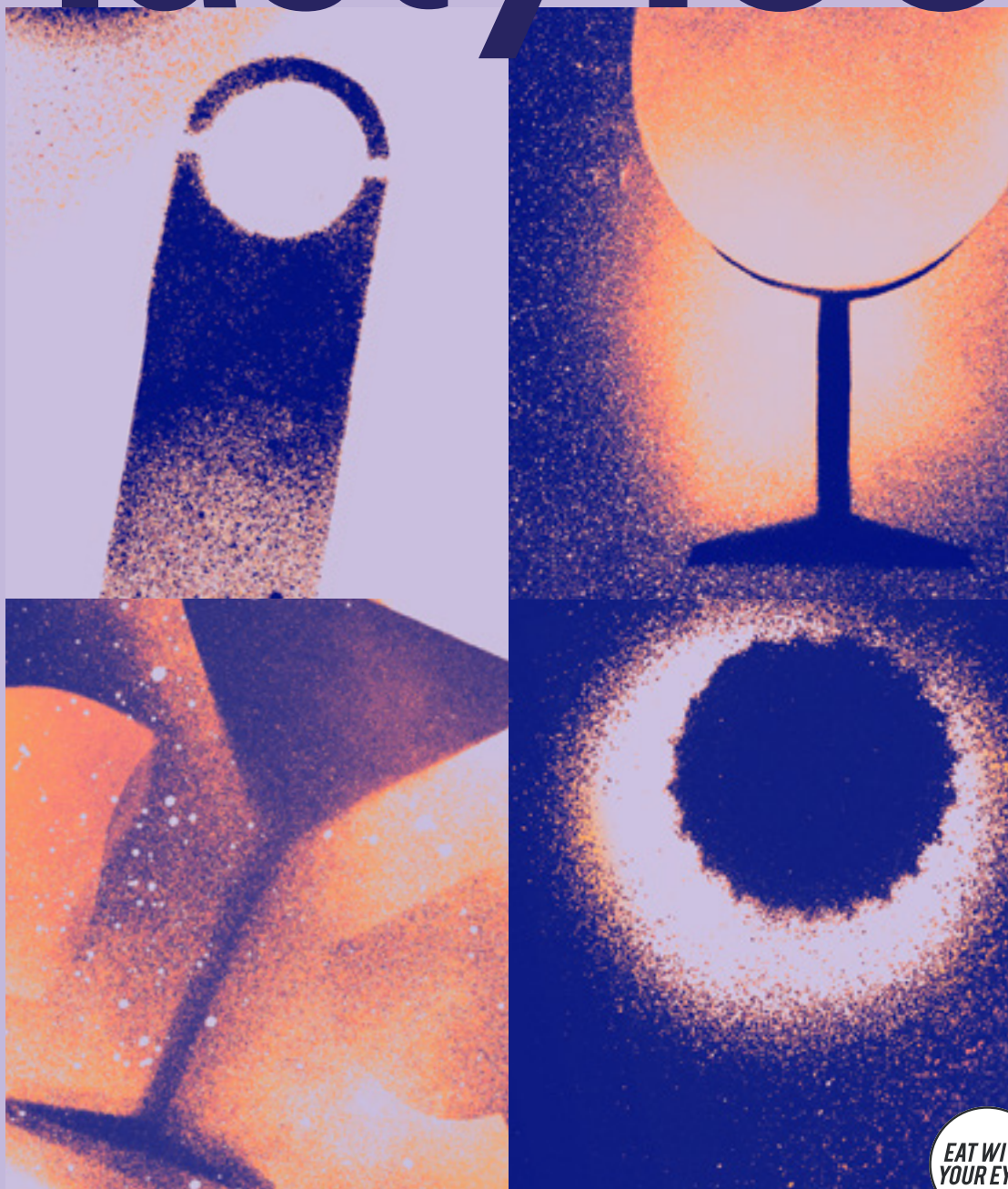


Sips & Tipples

Tasty100

Q4 2025 / tasty100.com

Brands 76-100 / Sips & Tipples

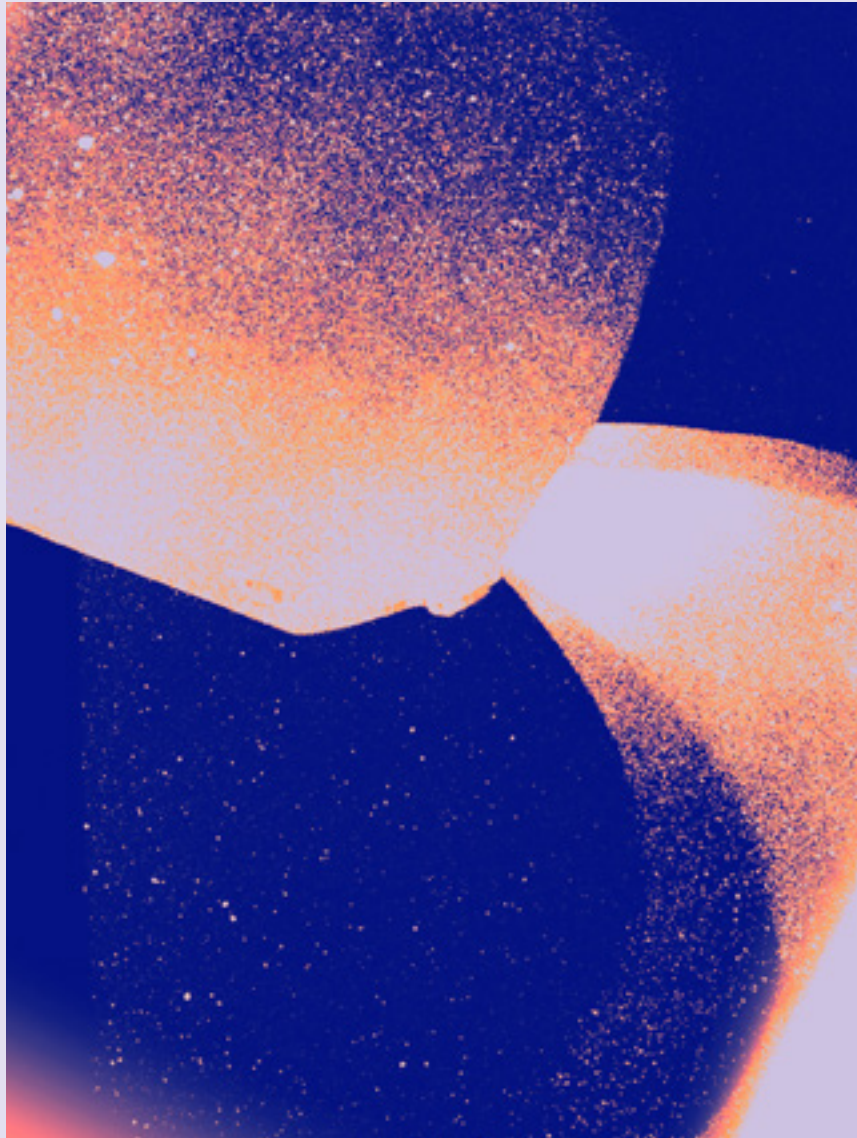


EAT WITH
YOUR EYES™

Nibble on the latest
industry food & drink news –
and go on a sip trip!



How to approach
design for the low &
no alcohol market



See what's
tasty & trending
on our Instagram

Design & Layout: Jackie Maddocks, Senior Designer
Emma Di'luorio, Middleweight Designer
Illustrations: Steve Oakey, Creative Director & Head of Creative Team
Copy: Chloe George, Account Manager
Adverts: Scott Lockhart, Motion Designer
Steve Oakey, Creative Director & Head of Creative Team
Artworking: Steve Humber, Managing Director

What's inside the Sips & Tipples issue

Welcome to the Tasty100, a compilation of food & drink brands we love, here at Eat With Your Eyes™ design agency. Our glasses are half-full as we explore the tastiest trends in the drinks industry. Quench your thirst with industry news, expert insight and brands we're loving!

4

Designing for 'Low & No'

Paolo Ventrone discusses how design can sway the non-alcoholic scene

8

the Nibble

Nibble on some food & drink industry news, insights & highlights

10

Coffee date Q&A

The quest for brilliant drinks design with Emma Di'luorio and team

12

The 2025 Pick of Drinks Brands

Our foodie creatives' votes are in...

20

Creating for GenZ

Creative Director Steve Oakey explores the direction of drinks brands for a GenZ audience

24

Eat With Your Eyes™ Creative Services

Who we are and what we do



Designing for **‘Low & No’** alcohol brands

The UK low and no alcoholic drinks market has moved beyond novelty and niche, into a new advanced growth phase. With increasing consumer appetite for moderation, health awareness and flavour-first alternatives; brands face a rich and rapidly changing terrain. For design teams working on packaging, brand identity and visual systems for low and no alcohol products, our opportunities are endless. As we look ahead to 2026, there are some key design points the low and no alcohol creatives are considering...

Premium & credible

Consumers expect a sophisticated, adult experience from low and no alcohol drinks – they aren’t looking for a ‘second best’ option. The packaging is essential in delivering this expectation; using quality finishes, considered typography, confident and restrained colour palettes, and visual cues of craftsmanship. A recent article by Beverage Daily’s Rachel Arthur says, there’s a “*dramatic, almost theatrical evolution of packaging*” and within the low and no alcohol category, this trend toward premium and sophisticated design is especially prominent.

Designers also now approach low and no alcohol beverages as premium propositions, not budget alternatives. Elements that depict provenance – ingredients, botanicals, or barrel-ageing, for example – effectively communicate care and expertise; in line with established spirit brands. Premium cues, such as metallic or foil detailing, can further elevate the product.

Seedlip, a standout in the UK’s low and no spirits market, exemplifies this approach. Its product range demonstrates premiumisation through distinctive bottles, clear labelling with an elegant blend of botanical illustrations and typography. Their restrained palette and refined yet playful design present Seedlip as an adult alternative, treating no alcohol as its own sophisticated category.

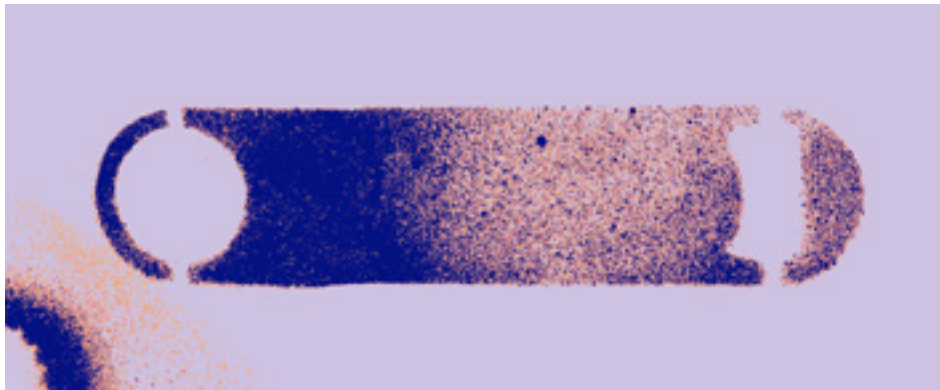
Honest & transparent

Packaging must be clear about what the product is, what it does and how it benefits. Labels should communicate the alcohol level, ingredients, provenance, flavour profile and any wellness or functional claims.

According to a low and no alcohol article from the website of expert Lara Caiulo, “*honest labelling that clearly communicates ingredients and benefits builds trust*”. We completely agree!

From a design perspective, leaving space for legible ABV declarations (0.0%, 0.5% etc), flavour and botanical descriptors mean you avoid the cheap copy of full strength brand, enhancing the low and no alcohol experience.

The **Reformed Characters** brand took a very deliberate design route; bold metallic cans, strong illustration of character, personality-first language. Its “*Unapologetically Alcohol-Free*” angle is hard-hitting. This example shows how the low and no space can benefit from brave visual design, playful tone of voice and packaging that looks as good on a bar shelf as any alcoholic alternative. It challenges the lesser version mindset and treats the design as part of the brand story.



Sustainable & ethical

Packaging is increasingly being judged on more than just aesthetics. Sustainable, reusable, recycled materials and minimal waste are key. Packaging trends highlight that “circularity... reusable structures, recyclable materials or modular formats that live beyond the first pour³” are important.

Low and no alcohol brands can adopt lightweight glass, recycled aluminium cans, minimal plastic, clear recycling labelling, or even ‘refillable’ or ‘returnable’ formats to really hone in on this need, and make it a key component of their brand ethos.

Lifestyle & occasion

Low and no alcoholic drinks are often chosen for specific occasions (weeknight socialising, designated driver, sober curious, working lunches, zebra striping⁴). Designers are able to bring creativity to the message, reflecting not only less alcohol but “*right for this moment*”.

Designers can help reposition the drink away from an “alternative drink” to part of a lifestyle. We consider whether the product is perfect for a bar occasion (on-trade glassware, tap handles, coasters) or home-consumption (can, bottle, multipack). The packaging shape, serve suggestion and visual language should match. For example, cans are for casual easy social sharing, bottles for elegant dining or tap handle and a pint glass for out-of drinking. It all helps build a cohesive experience, individual to each consumer.

While no alcohol remains the core benefit, design incorporates the idea of added value: wellness, botanicals, flavours, mood-enhancement, social confidence through many avenues. Adaptogen icons, botanical illustrations, mood words (calm, focus, unwind) enhance the idea of benefits beyond enjoyment. Sub-brands can even emerge differentiated by benefit claims.

Distinctiveness

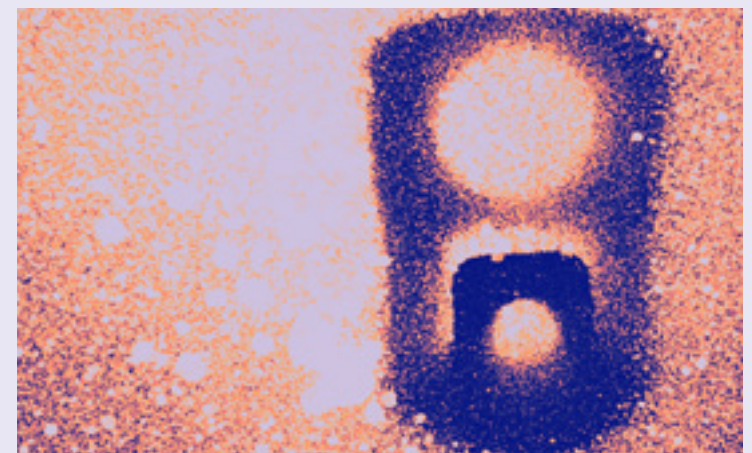
A risky path for many low and no brands is leaning too heavily into mimicking full-alcohol equivalents (same bottle shape, same colour scheme, using the blue 0.0 labelling), thereby inviting comparison and perhaps being seen as a lesser alternative.

Successful designs lean into ownable brand territory, using the distinctiveness of a low and no alcohol to stand apart. Bold typography, stand-out patterns, bespoke illustration and unique bottle shapes can all help a brand express individual personalities.

Take **Crodino** for example – originally an Italian aperitif founded in the 1960s – their UK expansion shows how a non-alcoholic drink can draw on heritage and flavour cues (a bitter-sweet orange). But from a design perspective, the orange tone is key, the bottle silhouette is premium; all harking back to Italian style. The product messaging is clear – “*aperitivo without alcohol*”. A perfect lesson in clarity of occasion and bold signature colour.



“Designers can shape drinks brands that don’t simply serve a less alcohol market, they redefine how modern consumers drink, socialise and moderate”



Author’s thoughts...

Stepping into the low and no alcohol drinks sector, the challenge is not just to strip out alcohol cues, but to build a compelling, future-ready brand that stands for flavour, occasion, design integrity and credibility. The marketplace is evolving fast and by 2026 the winners will be those brands whose design work treats the proposition as a premium alternative, not as an after-thought.

By leaning into premium cues, honest communication, sustainability, occasion alignment and thoughtful brand clarity, designers can shape drinks brands that don’t simply serve a less alcohol market, they redefine how modern consumers drink, socialise and moderate.

Paolo Ventrone,
Client Services Director

Talk to us about your new project...

Paul Pisani, Client Services Director
01234 838932 / 07940 526680
paul@eatwithyoureyes.co.uk

Sources:

1. What drinks packaging can teach us about future consumer trends, [beveragedaily.com](https://www.beveragedaily.com)
2. Creating a Standout Brand in the Growing Low – and No-Alcohol Drinks Market, [laracaiulodesign.co.uk](https://www.laracaiulodesign.co.uk)
3. What drinks packaging can teach us about future consumer trends, [beveragedaily.com](https://www.beveragedaily.com)
4. What is zebra striping and why is it becoming popular?, [drinkaware.co.uk](https://www.drinkaware.co.uk)

the Nibble

Tuck into the latest industry highlights & insights.

The new Guinness Open Gate Brewery London opens

The new 54,000 sq ft Guinness Open Gate Brewery opened in December; home to a micro brewery serving limited edition beers, as well as visitor centre and various restaurants.

With two retail outlets and spaces for public and community events, the brewery is to be “Guinness’ home in the UK” says Deb Caldwell, Category Marketing Director.

The food offering includes three restaurants headed up by chefs Pip Lacey and Calum Franklin. A rooftop restaurant named Gilroy’s Loft after John Gilroy (the man behind many famous Guinness campaigns), The Porter’s Table that features a sharing menu of British dishes, and Old Brewers Yard providing a more casual courtyard dining experience.



The exciting opening will give a huge tourist attraction to an already bustling Covent Garden and according to the Guinness Global marketing and innovation director, Jo Looby, will “inspire the best in brewing, food, retail and culture”.

Jamie’s Italian brand returns to the UK

Six years after its collapse, Jamie’s Italian is set to return in 2026, opening the first new site in Central London. The return is marked by a deal with Brava Hospitality Group – the parent company of Italian restaurant chain Prezzo – and unlike in previous years, Oliver is not investing his own money into the venture.



Sip Trip...

Across the UK, independent brewers and distilleries are blurring the lines between beer shops, bars and social destinations – and we’re here for it!

Verdant Brewing Co. puts community first with taprooms that feel more like neighbourhood living rooms. **Beak Brewery** proves flavour doesn’t need full strength with its 0.5% Nolia IPA. **Cambridge Gin Laboratory** flips tradition into innovation with gin-making classes that feel like fun science experiments! Hybrid concepts like **V and B** and **Northstowe Tap & Social** merge retail with local culture in their perfect-pouring social spaces. While **Pillars Brewery** reminds us that a great lager is the drink in your hand at festivals, first dates, at home on the sofa and more!

The new ritual? Slow down, sip well and savour the setting. Drinking out isn’t all about moving from pint to pint anymore – it’s about moving between experiences. Breweries are becoming venues, taprooms social hubs and thoughtfully selected low and no alcohol options are now essential. Whether it’s hazy IPA, lab-distilled gin or something festive and alcohol-free, Britain’s best independents are redefining what it means to go out for a drink.

So go... drink smart and have fun!



Pub later-hours plan will not offset difficulties

Plans to allow pubs to open until the small hours have been predicted to not help the combination of high costs and the preferred public route of drinking at home. The new plan is intended to make it easier for pubs to obtain licenses for more services, including outdoor food service and live music, but landlords and pub chain bosses believe it will have a minimal effect.



Fun Foodie Fact!

Soda brands, even the most well known such as Coca-Cola, were first marketed as medicinal by pharmacies; mixing minerals and carbonated waters with herbs, fruit extracts and flavourings.



Get the Nibble
in your inbox

Coffee date...

Account Manager, Chloe George talks to Middleweight Designer, Emma Di'luorio about creativity in the drinks industry...

Q1 / When designing for the drinks sector, where do you start to build your concept?

I always start with the brief; I go through it with a fine toothcomb. I like to pull it apart, de-constructing it into its simplest form. Using these key points, I move into competitor, customer and market research which will support approaches ready for presenting to the client. This is mostly word-focused and revolves around ideas and concepts. No imagery yet as you want a clear and strong idea to underpin everything.

All this ground work is crucial – do not skip this step! You want a solid foundation to build all the beautiful fun creative upon. This groundwork becomes a constant reference point throughout initial designs development.

Q2 / What do you think differentiates successful alcohol-free branding from brands that appear as 'substitutes'?

I think attitude and authenticity are at play here. Customers themselves are more drawn to low and no for varying personal reasons; with GenZ drinking a lot less than previous generations anyway. But these choices are being supported by brands that are embracing this area and they seem to be growing together, hand in hand.

So alongside this attitude shift, brands are positioning themselves as a standalone option with authenticity and boldness of character.

“Recent generations are very skilled at picking up what is manufactured and what is real!”

Flavours are more exciting and complex; being influenced by wider food and drink trends.

Lots of independent brands are making great headway with authenticity. You can't replicate this and the more recent generations are very skilled at picking up what is manufactured and what is real!

Removing the alcohol and changing the label colour is no longer enough. If it works and is a great tasting product then all good (think Guinness 0%), but these are more for the audience who wanted a drink that tasted like their alcoholic favourite. Consumers want drinks that are unique, flavourful and importantly just happen to be low/no.

Q3 / As we head into 2026, what direction do you see the drinks industry going to?

Listening to the whispers in the industry, early evening is becoming THE event. Instead of being the time for getting ready and pre-drinks (cue distant memories of uni and leaving to go out at 11pm); it's now the main time for socialising, with or without food. Think games nights and book clubs! GenZ are really pushing for connection away from day to day distraction and crucially their phones. It's about being present and in the moment with a drink in hand.

Q4 / What's your drinks highlight of 2025?

I'm an absolute sucker for a flavoured (particularly festive) hot drink. I love a orange hot chocolate or a pecan butter cookie latte. It feels like such a comforting treat and I'm sure die-hard coffee fans will hate me for it! For me, Christmas is here when the festive menu arrives at the local coffee shops.

Emma Di'luorio,
Middleweight Designer



Q&A We asked some of our team...

What's your drinks highlight of 2025?



Nice to see Irn Bru go back to its roots with some humour and original slogan. An articulate ginger Scottish kid reviving the Made in Scotland, from Girders slogan during a comical informative speech in a shop, emphasising the strength of the drink and brand.

Trevor Frances,
Senior Creative Artworker



I've been searching for a non-alcoholic weekday treat – something not too sweet, slow to sip, and still rewarding. Then I discovered Mother Root, a ginger-and-chilli aperitif that nailed it. The non-alcoholic category has grown a lot this year, but this brand stands out because it isn't pretending to be alcohol-free booze. I love it.

Julia Thomas,
Group Account Director



A memorable visit to Holy Mountain Brewing in Seattle. Located in the industrial neighbourhood of Interbay, along the train tracks. Awesome tap room, super hoppy beers and very heavy music. If you love beer, cult-like branding and the band Sleep, you should make the pilgrimage!

Steve Oakey, Creative Director
& Head of Creative Team



The surge in celebrity-led drinks brands has changed. Fame alone no longer carries a product; consumers expect a credible story that stands on its own. For example, the success of Teremana co-founded by Dwayne "The Rock" Johnson, shows how authentic alignment can accelerate traction.

Debbie Irvine,
Marketing Director



Visiting The Planeta Winery in Sicily and learning all about their focus on sustainability and trying a range of their beautiful wines, such as the La Segreta Nero d'Avola.

Scott Lockhart,
Middleweight Designer



Fishers Gin caught my eye when I was holidaying in Suffolk this summer because of its unique bottle design. The logo gives you a coastal feel but with an imperfect shell it feels rustic and artisanal.

Fiona Corneil,
Account Director



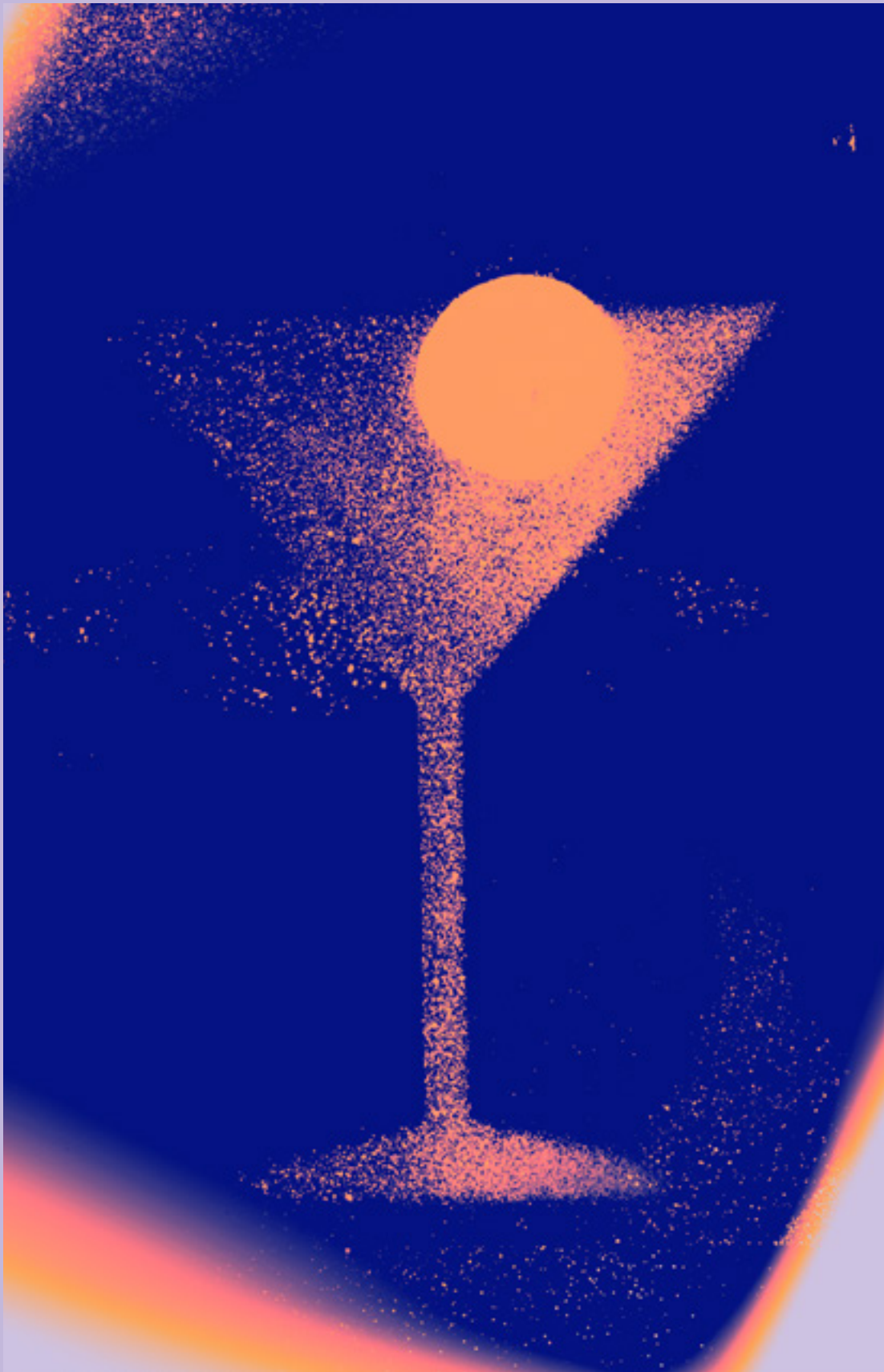
I recently came across a Japanese brand ITU GIN, designed by Analogue Studios. I'd say Gin branding is usually decadent and refined, a bit old fashioned even, so it's nice to see a new brand with a punchy, trendy design and some great 3D work to support it!

Archie Brookes,
Motion Designer



I love how Hip Pop has reinvented its fruity favourites with a bold new look that's just bursting with flavour and personality. The vibrant colours, playful illustrations and confident, straight-talking tone of voice, really packs a punch, elevating it to "top of the pops" on the high street for me!

Chris Brown,
Design Director



Tasty100

Brands 76-100 / Sips & Tipples

Food is seasonal and so are we. In each quarterly issue of the Tasty100, we'll be counting down our top 25 brands for each sector, so there's more for you to savour!

Our foodie creatives' votes are in...
look for our Team Fav, Super Tasty and Creative Juices throughout the brands.



Independent brewery and taproom, for “life-affirming ale” lovers.

beakbrewery.com



Turns surplus food like pasta into beer.

beyondbeliefbrewing.co.uk

BERO



Premium non-alcoholic beer, built for moments big and small.

berobrewing.com



The finest, tastiest craft beers, without the alcohol.

bigdropbrew.com

BLACK LINES

Bottled cocktails with class, making cocktails more accessible.

blacklinesdrinks.com

BOTIVO



A truly satisfying non-alcoholic evening sip.

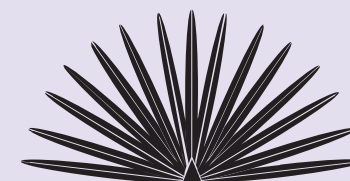
botivodrinks.com



CAMBRIDGE DISTILLERY

Interactive space dedicated to the appreciation of gin.

cambridgedistillery.co.uk



CASAMIGOS

A tequila to bring people together, by George Clooney and friends.

casamigos.com

DAYS

100% beer, 0% alcohol for great taste and no worries.

daysbrewing.com



EIGHTY-SIX
EST. FRIENDS 2020
FAVOUR THE FLAVOUR

Simple, premium spirits that favour the flavour.

eightysixfriends.com

ESTABLISHED
1935
Real Fruit. Real Flavours.
FOX DENTON
SPIRITS & LIQUEURS

Family run gin and
gin liqueurs using
British fruit.

foxdentonestate.co.uk

 **Freddie's**

Hard iced tea that's
care-free and bursting
with flavour.

drinkfreddies.com

Ghia

Non-Alcoholic drinks
inspired by Mediterranean
aperitivo culture.

drinkghia.com

**HIP
POP®**

Great tasting drinks that
support gut health.

drinkhippop.com



**MOTHER
ROOT**

Zero-alcohol, benefit-
rich aperitif that helps
you unwind.

motherroot.london

MOTH:

Not your ordinary tinnies
– full strength classics
made perfectly.

mothdrinks.com

New Theory

Bringing low-
intervention wine
to life.

drinknewtheory.com

N I O
C O C K T A I L S

Mixologist-quality
cocktails delivered
to your door.

niococktails.co.uk

NORTHSTOWE
TAP & SOCIAL

A combined bar, bakery
and café fostering a
social community.

northstowetapandsocial.com

PILLARS

London's first
independent lager
brewery and taproom.

pillarsbrewery.com

Tynt Meadow

A modern revival of ales once made at Mount Saint Bernard Abbey.

msbtrappist.co.uk

V AND B

Wine and beer bar perfect for getting together.

vandb.uk

VERDANT BREWING CO.

Vegan beers delivering all round deliciousness.

verdantbrewing.co



Prebiotic sodas that love you back.

drinkxoxo.com



Triple-distilled and unapologetically distinct spirits.

zacalmezcal.com

zacal

Bring your product to life

01234 838932
info@eatwithyoureyes.co.uk
eatwithyoureyes.co.uk



EAT WITH
YOUR EYES



The Perfect GenZ Drink Brand

We've recently been working on the branding of a new 'GenZ primed' non-alcoholic spirits range – soon to be revealed!

From all the insight gained, we've "distilled" our collective research, positioning and creative into a GenZ optimised branding checklist.

Great taste / great range
Keep it authentic
Add a celeb to the mix
Prioritise self-care
Get a collab going
It's got to TikTok
Social / enviro creds
Let me customise
Make it better with tech
Give me something back

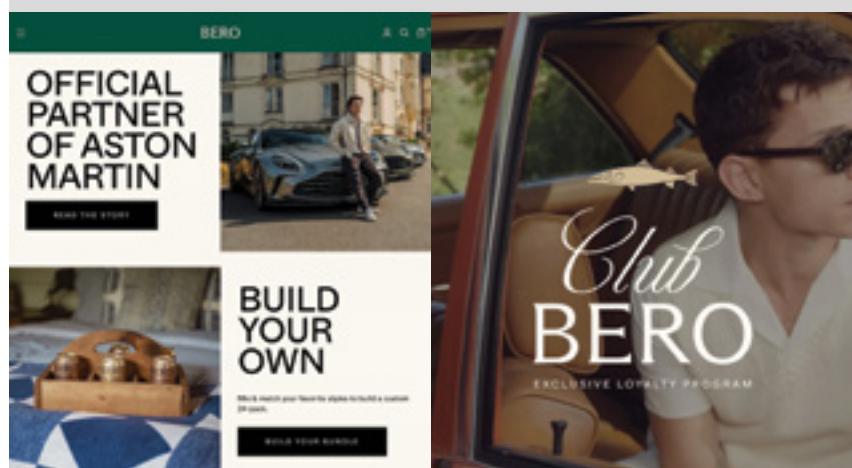
Using our checklist, we analysed the power of all 25 brands featured in this **Tasty100** 'Sips & Tipples' edition.

Take a look at what GenZ (the older 18-28 range of the demographic) will be most thirsty for in 2026...

BERO



BERO is a premium, non-alcoholic beer brand co-founded by Tom Holland. Discover full-flavored beer, 0.5% ABV or less, across four distinctive styles: Kingston Golden Pils, Edge Hill Hazy IPA, Noon Wheat, and Double Tasty West Coast Style IPA. Whether you're exploring mindful drinking or simply want great beer without the alcohol, BERO delivers exceptional taste without having to settle for anything less.



Source:
berobrewing.com

And this is why...

Great taste / great range

Rich, full-bodied taste / A base range + collabs.

Keep it authentic

All styling evokes a classic quality. The beer is masterfully mashed by a brewmaster with 40 years of experience at some of the world's most prestigious breweries.

Add a celeb to the mix

Co-founded by Tom Holland, aka Spider-Man.

Prioritise self-care

It's non-alcoholic – live your best life.

Get a collab going

Partnering with Robert Downey Jr's Coffee brand Happy and Aston Martin.

It's got to TikTok

Easy when you're Tom Holland!

Social / enviro creds

Perfect balance between pleasure and moderation. The finest malts.

Let me customise

Website ordering allows you to choose what goes in your pack and 'build your bundle'.

Make it better with tech

You have an account with a dashboard.

Give me something back

Exclusive Q&As with Tom Holland. Savings on every online purchase. VIP access. Earn credits on every purchase.

Headline - 70pt, Bold.

Our design services

Sub heading - 30pt, Bold Italic.

***Insight
Strategy
Activation
Specialisms
Digital***

Copy headings - 10pt, Bold Italic. Body copy - 8pt, Book.

Insight & research

Market research
Competitor benchmarking
Customer research and insight
Client brand analysis
Creativity and innovation

Brand strategy

Brand positioning
Brand naming and registering
Logo creation / development
Brand tone of voice
Brand launch
Brand guidelines

Brand activation

Artworking and production
Site auditing
Signage installation
Point of sale systems
Counter menu systems

Specialisms

Branding
New concept development
Foodservice tenders
Packaging design
In-store POS
Exhibitions and events
F&B photography and filming

Digital

Animated digital menu screens
Social media content and management
UI strategy and digital design
Brand video / showreel creation
Animation and animated digital presentations
Content copy for blogs and CRM

For food retail environments we partner with award winning interior design agency Tanner.

Footer



Talk to us about
your next project...
01234 838932
info@eatwithyoureyes.co.uk

eatwithyoureyes.co.uk