

PRESS RELEASE - FOR IMMEDIATE RELEASE

FROM THE YARRA VALLEY TO THE WORLD: HAIRY ARMADILLO WINS BIG AT WORLD ALCOHOL-FREE AWARDS

Australian craft beverage startup Hairy Armadillo rewrites the rules of alcohol-free with debut Snow Daisy, as Sparkling Tea takes on 'champagne moments' worldwide.

[MELBOURNE, AUSTRALIA - 28 April 2025]

From a nano fermentery based in Warburton to the global stage — [Hairy Armadillo](#) has claimed a [Silver Medal](#) at the 2025 [World Alcohol-Free Awards](#) in London with its debut [Snow Daisy Sparkling Tea](#) challenging the world's best non-alcoholic beverages and reimagining the drinking experience for a new generation.

The World Alcohol-Free Awards is the only international competition dedicated exclusively to beverages of 0.5% ABV and below. Judged by experts from around the world, the Awards spotlight the most innovative and exciting names in this fast-growing category.

[Chris Losh](#), Director of the World Alcohol-Free Awards explains: *"This year's World Alcohol-Free Awards saw a 30% increase in entries – almost 600 drinks took part from over 30 countries, making it the biggest non-alc competition on the planet. Those stats alone are exciting proof of the global growth in the category – but our three days of judging also afforded us a fascinating insight into some of the category's stylistic trends. In three years, we've seen a marked sophistication amongst the entries – a desire to make drinks that are balanced and complex rather than fruity and sugary. The bar really is being significantly raised every year. So to gain a top medal – impressing ten different judges through two separate rounds of blind tasting, with competition that's never been fiercer – is a real achievement."*

Hairy Armadillo Founder Allan Sweeney said: *"As the sector matures, there now is a growing appetite amongst Gen Z and Millennials for beverages that offer unique flavour profiles and experiences, not drinks that simply try to mimic beer, wine or spirits."*

Sparkling tea is becoming increasingly popular around the world, creating its own niche in hospitality. The growth of no- and low-beverage offerings in restaurants is being driven by consumer demand as diners looking for sophisticated non-alcoholic options to pair with food. ([The Drinks Business](#)).

Judges praised Snow Daisy Sparkling Tea as:

"Earthy, spicy and aromatic on the nose, with flavours of coriander seed, malt loaf and raisins on the palate. Totally dry with refreshing acidity and plenty of velvety tannins — an elegant food-matching option. A grown-up drink."

This international recognition comes at a time when Australians are increasingly embracing mindful drinking ([The Guardian](#)). The non-alcoholic beverage market in Australia is projected to grow at a compound annual growth rate (CAGR) of 5% up until 2028 ([Drinks Trade](#)).

Hairy Armadillo Founder Allan Sweeney said: *"We're not offering substitutes — we're creating a new class of drinks that deliver on taste and complexity that lends itself to food pairing."*

Sparkling tea is gaining momentum in part because it aligns with the diversity found in wine, allowing enthusiasts to explore a rich tapestry of flavours - from delicate floral notes to complex and robust profiles. Importantly, sommeliers and restaurateurs can continue to be storytellers as tea is rooted in history and provenance, providing guests with an outstanding experience, whether they choose to drink alcohol or not.

The Silver Medal is an affirmation of Hairy Armadillo's dedication to quality, innovation, and the ever-changing world of alcohol-free. As greater numbers of consumers adopt mindful drinking, Hairy Armadillo is ready to respond with products that are both delicious and complex.

Allan Sweeney, Founder of Hairy Armadillo, commented: *"This award is proof that we're on the right path. Hairy Armadillo Sparkling Tea deserves a place at the table — not as a substitute, but because it has earned it."*

Hairy Armadillo Sparkling Tea is available now at www.hairyarmadillo.com.au.

INTERVIEW OPPORTUNITIES

Hairy Armadillo Founder **Allan Sweeney** and is available for interviews to discuss:

- The art and science behind creating bold, non-alcoholic Sparkling Tea pairings for the modern table.
- The rise of sparkling tea as a non-alcoholic luxury beverage.

DIGITAL ASSETS

Photography, including images with award, can be accessed [HERE](#).

SAMPLES & AFFILIATE PROGRAMS

For sample requests, and information about our affiliate programs

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About Hairy Armadillo

Hairy Armadillo is on a mission to build the next generation of non-alcoholic drinks: artisan beverages offering depth, ritual, and flavour without compromise. Based in the Yarra Valley, our philosophy blends brewing, winemaking, and tea traditions to create something entirely new — and unapologetically authentic.