

MORNING COFFEE OR ESPRESSO MARTINI? AUSTRALIA'S FIRST NON-ALCOHOLIC ESPRESSO MARTINI HAS ARRIVED

Australians love their coffee. If you were one of the many travellers that set off to Europe to avoid winter here, you would have gotten a painful reminder of how spoiled we are with a decent coffee bar on every street corner. So it's little surprise that Espresso Martini's are a favourite tippie for our caffeinated Australian palate, appearing as one of Australia's favourite cocktails in a recent survey of Drinksdigest and part of the growing ready to drink cocktail explosion.

But despite the growth of NOLO (no and low alcohol) with Australians increasingly drinking less, many of our favourite cocktails were out of reach or the bastion of mixologists. Until now.

The latest wave of ready to drink no/low-alcoholic drinks are shaking up (excuse the pun) what was considered an acceptable non-alcoholic drink. No longer limited to non-alc G&T or an unfortunate lemon, lime and bitters, the NOLO space includes classic cocktails of Mojito, Cosmo, Negroni and now, a delicious ready to drink Espresso Martini.

Australia's first non-alcoholic Espresso Martini comes in a can and with a simple shake, is ready to go, creme and all. True to its Melbournian roots, the brand behind the drink, Naked Life Spirits, uses premium, cold-brewed coffee, roasted in Melbourne, for an uncompromised taste, picking up gold and beating all the alcoholic versions at the recent USA Spirit awards.

"As true Melbournians with a love for all things taste and coffee, this cocktail is particularly close to our heart. We crafted it with premium, cold-brewed coffee to ensure an uncompromised taste", says founder David Andrew.

The quality of the ready to drink non-alcoholic market has seen a new habit emerging, with the birth of the "middie" cocktail, a trend to add small nips to ready-to-drink non-alcoholic options.

Amy Armstrong, specialist in lo-no alcoholic drinks and founder of Dry But Wet witnessed this trend first hand at the international Wine And Spirits competition where she was part of the judging panel. "Non-Alc is now reaching new heights in flavour and experience, with brands like Naked Life and Goat drinks' Myth spirits creating innovative flavours that mimic even the most complicated of cocktails and tastes. Drinks like Espresso Martini and Mojitos are no longer for the drinking elite but can be enjoyed as no or low thanks to these products. This in itself is another reason more and more people are either increasing their no drinking moments or moderating their drinking ones with low mixes or spaced drinks. Australia can be proud as we were leading the innovation and brought home a swag of medals across brands like Naked Life, Altina drinks, NON and many more.

The Naked Life Non-Alcoholic Espresso Martini is available at Woolworths, together with a new Non-Alcoholic Cosmo, Mojito and Rose Sangria Spritz.

Feel free to contact for more info: Lian Brouwer, Marketing Manager Naked Life.
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Interviews: Founder and CEO of Naked Life Non-Alcoholic Spirits, David Andrew, is available for comments and interviews. Please direct all requests to Lian Brouwer.
Imagery available on the following [link](#).

About Naked Life Non-Alcoholic Spirits

Naked Life Non-Alcoholic Spirits is market leader in non-alcoholic ready-to-drink cocktails in grocery and is set to have a turn-over of \$13mln this financial year. The Australian brand's portfolio consists of 15 award-winning ready-to-drink non-alcoholic cocktails and 7 non-alcoholic premium spirits in bottle to serve in-home cocktail lovers as well as a greater alternative for onsite dining and social venues. All drinks are crafted with distilled botanicals, very low -if not no at all- sugar and calories.

Naked Life Non-Alcoholic Spirits was launched at the end of 2020 by David Andrew in Melbourne, as part of his mission to accelerate a healthier Australia, by creating better-for-you options without compromise on taste.

About David Andrew

David Andrew quested for a healthier lifestyle in 2016, committing himself to 365 days without sugar. Thanks to his Samoan roots, sharing moments of celebration is part of Dave's DNA. Enabling everybody to partake in these moments without compromise on taste or health, has been a driving force for him whilst crafting the Naked Life Non-Alcoholic drinks.

Products & Availability

The latest additions to the range of Naked Life Non-Alcoholic Cocktails are:

- **Non-Alcoholic Espresso Martini:** Made with 100% roasted Arabica beans, cold brewed to deliver a smooth, rich espresso with gentle hints of chocolate vanilla and caramel.
- **Non-Alcoholic Mojito:** Citrusy Tahitian lime and fresh mint flavours complement the rich brown sugar. and rum notes.
- **Non-Alcoholic Rosé Sangria Spritz:** A balanced blend of fruit, bitter extracts and tannins infused with distilled Orange Extract and Hibiscus Extract.
- **Non-Alcoholic Cosmo:** Refreshing cranberry is paired with zesty Tahitian lime and top-noted with our distilled Orange Blossom botanical for subtle orange notes.

Availability: All varieties are available at Woolworths, selected Coles stores as well as non-alcoholic specialty ecomm stores like Sansdrinks.

Format: The cans come in 4x250ml pack format, except the Espresso Martini which comes in 4x200ml format.

Price: \$15/ 4-pack

About the Non-Alc / No Low growth.

New data from Roy Morgan's Alcohol Consumption Report shows the proportion of Australians who drink alcohol dropped by 1.8% points to 67.9% in the 12 months to June 2022 as the country emerged from the pandemic and multiple lockdowns in 2020-21.

Over the last 12 months, NoLo purchase propensity increased by six percentage points but is nowhere near close to full penetration yet", according to recent data from IRI Australia.

The market research company recently held its 'NoLo Normalises' webinar which provided insights on how the NoLo market has shifted over the past year. The increase in claimed purchase propensity underpinned a 72 percent gain in dollar growth via grocery and liquor channels combined, estimating annual sales to \$152 million. Source; [Brewsnews](#), Aug 5 2022.

IWSR forecasts that the no and low alcohol volume in Australia will grow by +16 per cent in 2020 to 2024. Source: [Smartcompany](#), JUNE 16, 2021

An Australian love for Espresso Martini:

Recent data from [Drinksdigest](#) shows that the Espresso Martini is in the top 4 of Australia's favourite cocktails, with 21% of the drinkers enjoying the caffeinated beverage.