

# Sustainaholics introduces No & Low Alcohol drinks to travel retail



Pentire is one of the UK brands offered by Sustainaholics in this category

[Sustainaholics](#) has launched a new range of British No & Low alcohol brands, meeting customer demand for a rapidly growing drinks category.

With 55% of the UK now actively moderating their alcohol consumption, and 1 in 3 of all pub visits in the UK alcohol free, the No & Low category is one of the fastest growing categories and profit generators in Food & Beverage today, according to the company. This growing demand is coming from not only the Gen Z & millennial demographic that the industry needs to engage with more proactively, but also other demographic groups where moderation of alcohol consumption is a long-term behavioral change.

Examples of UK brands using sustainable practices to produce alcohol-free drinks are: [Days](#), a Certified B Corp brewing authentically 0.0% beers by combining locally sourced Scottish water & malt barley with a unique alcohol-free brewing process; [Pentire](#), a Certified B Corp producing naturally distilled coastal plant-based alcohol-free botanical spirits in Cornwall; and [Real](#), fermenting sparkling teas as an alcohol-free alternative to champagne and sparkling wine on their self-built fermentery in Buckinghamshire.

Sustainaholics founder David Mills said, “With both sustainability and alcohol free being two key drivers of consumption amongst an increasingly powerful younger demographic that the travel industry needs to engage better with, plus the rapid growth of the ‘moderator’ category actively seeking alcohol free alternatives, it’s essential that the travel industry adapts to and meets changing customer demands and behaviors that are here to stay.

We're delighted to launch our No & Low category with an alcohol-free beer, botanical spirits and sparkling wine alternative from sustainability-focused British brands sharing a commitment to be kind to the planet. These brands, whose provenance deliver outstanding taste and quality, are available in lightweight cans for consumption on-board airlines and bottles and gift sets for travel retail. We look forward to helping make the availability of sustainable No & Low alcohol drinks far more widespread in the travel industry."

Duncan Keith, co-founder of Days said, "I'm incredibly excited to partner with Sustainaholics to introduce Days' range of alcohol free beers to airlines and lounges. This is a great opportunity to bring our award winning 0.0% beers to new consumers and new occasions. Our lager and pale ale will complement any passengers' journey, with no compromise on flavour. Additionally, through our Days Duty initiative, we donate 2% of sales towards mental health charities so that every bottle or can of Days has a positive impact."

Rose Finney, Head of Off-trade for Pentire Drinks, commented, "The team at Pentire Drinks are super excited to be partnering with Sustainaholics on their new No/Low range. Born from our founder Frosty's love of adventure and active outdoor living, it is so exciting to be able to bring our costal non-alcoholic spirit to travel retail to accompany our customers on their next big adventure! Pentire was created with a deep appreciation for nature and as such we consider our environmental impact in all that we do."

Oliver Parrett, Head of On-trade for the Real Drinks Co, added, "We at The REAL Drinks Co are thrilled to be partnering with Sustainaholics to bring premium, sustainable brands to the travel industry. Working with Sustainaholics means we can bring REAL's naturally fermented sparkling teas to people looking for a wine alternative when traveling on board, in lounges or as a gift without compromising on flavor and complexity."