



# Making Alcohol-Free and Low Alcohol work in your venue



The increasing quality and popularity of alcohol free and low alcohol drinks presents exciting opportunities to develop your menu and business.

## Why should you be including low and alcohol-free options and how do you develop your low and alcohol-free offer?

### 1 To tap into a growing market



Young adults, especially those under 35, are increasingly choosing No/Low alcohol drinks. Offering these can draw in high-spending Millennials and Gen Z customers<sup>1</sup>.

In recent years, the quality and taste of alcohol free and low alcohol products have significantly improved, ensuring high-quality options for every discerning palate. Sales have increased considerably<sup>3</sup>. **By offering a variety of low and alcohol-free drinks**, you can attract and retain these profitable customer groups looking for quality alternatives to traditional alcoholic beverages.



#### The Publicans viewpoint

Paul Crossman, The Slip Inn and the Swan

"The quality of low and no beer has improved enormously in the last few years, and many of the independent brewers we like to support are now making it which is great news. We stock various lines in can and bottle, and demand is now such that we have been able to introduce it on tap. The beers are really fresh and tasty, and customers really like the fact they can moderate their alcohol intake while still blending in with a great looking and tasting full pint."

### Did you know?

37% of individuals aged 18-44 consume no and alcohol-free beverages at least once a week, highlighting a significant and growing market<sup>1</sup>.

### Worried about your revenue?

Recent analysis shows that adding a alcohol free beer has a neutral or even positive effect<sup>6</sup>, making it a risk-free move that won't hurt your bottom line!<sup>4</sup>

### 2 Align with health trends and support employee wellbeing



Offering alcohol free and low alcohol drinks helps customers moderate their alcohol intake and supports a healthier work environment for your staff<sup>4,5</sup>.

Consumers who usually drink strong alcohol options (wine/beer) and soft drinks have been shown to substitute these with alcohol free and low alcohol products<sup>4</sup>. Offering them an alcohol-free alternative can help them to reduce their overall alcohol consumption, contributing to reduction of alcohol-related harms. This not only positions your venue as a responsible business but also aligns with broader health trends and initiatives to reduce alcohol-related harms.

Recent research highlights the importance of having **alcohol-free options for staff**, as providing these options fosters a more supportive and health-conscious work environment for employees who regularly work in drinking spaces<sup>4</sup>.

### 3 Enhance customer experience



Including a variety of alcohol free and low alcohol options improves customer satisfaction and demonstrates an inclusive approach towards all customers<sup>7</sup>.

A varied drink menu can set your venue apart from competitors and establish it as a forward-thinking/customer-centric establishment. Enhancing choice allows everyone to mix and socialise and feel fully welcome in your venue.



#### The Publicans viewpoint

Paul Marshall, Rook & Gaskill

"..the sale of No and Low alcohol, drinks especially low anything under 3% has seen a massive uptake..... People are more savvy with ABV and specially looking for weaker lower alcoholic drinks during the week. I highly recommend clubs and pubs to serve a decent non alcoholic and not the nonsense from the big ones. Pubs have got to move with the times and times have changed."

## Strategies and Best Practice



Consider your no and low offering as much as you would full alcohol products

With so many alcohol free and low alcohol offerings available, consumers want more than basic brands and styles. Try out different types and styles of alcohol free and low alcohol products to complement your other food and drinks.



Maximise online marketing

Showcase your no and low alcohol options to your key customers. In your venue, ensure they're easy to spot by giving them prime placement, highlight them on menus and boards, and position them at eye level in fridges or behind the bar.



Run price promotions on alcohol free and low alcohol

Consumers often feel that alcohol free and low alcohol products are rarely, if ever on promotion. If you have a price promotion or happy hour, be sure to include alcohol free and low alcohol drink promotions.



Consider alcohol free and low alcohol products on draft

Consider putting an alcohol free or low alcohol beer on keg to enhance visibility but remember that alcohol free products can be more vulnerable to spoilage and stand alone dispense systems may be more appropriate.<sup>8</sup>



Increase sales of alcohol free drinks where alcohol is typically consumed

This isn't about introducing products in new settings or times. The current evidence on alcohol-free and low-alcohol products reducing alcohol-related harm focuses on contexts where alcohol is already being consumed.



Apply the Challenge 25 scheme to the sale of alcohol substitute drinks at 0.5% ABV and below

Although not covered by the Licensing Act 2003, the government has made it clear that alcohol substitute drinks are intended for adult consumption and should not be sold or supplied to children. It is working with producers, retailers, and trade bodies to ensure this stance is reflected in industry codes and guidelines.

#### Supporting research

<sup>1</sup>Mintel (2023) Attitudes towards Low and No Alcoholic drinks UK <sup>2</sup>Nicholls, E. (2023) "I don't want to introduce it into new places in my life": The marketing and consumption of No and Low Alcohol drinks, International Journal of Drug Policy, 119, 104149. Thompson, A., <sup>3</sup>O'Connor, F and Waehning, N. (2025) Substitute or not a substitute: Assessing the effect alcohol-free drinks have around the world (72 countries) on regular alcoholic drink consumption. <sup>4</sup>Waehning N., Wells V., Sohns F. (2025) Assessing the Impact of Alcohol-Free Beer on Pub Revenue and Consumption Patterns <sup>5</sup>Pirmohamed, M. (2021) Associations between occupation and heavy alcohol consumption in UK adults aged 40-69 years: a cross-sectional study using the UK Biobank. BMC Public Health 21, 190. <sup>6</sup>De-loyde, K. et al (2023). The Impact of Introducing Alcohol-Free Beer Options in Bars and Public Houses on Alcohol Sales and Revenue: A Randomised Crossover Field Trial, 119(6), 1071-1079. <sup>7</sup>Wells, V and Waehning, N. (2025). Alcoholic Beer (NAB) Consumption- A Q-Methodological Analysis. <sup>8</sup>Quain, D. (2025) Draught beer: Hygiene, microbiology and quality, In: A.E.Hill (eds) Brewing Microbiology : Managing Microbes, Ensuring Quality and Valorising Waste, 2nd Edition, Woodhead, pp 281-307.

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