

SOCIAL DRINKING HAS MOVED FORWARD IN LEAPS AND BOUNDS FROM THE HISTORIC INEBRIATION OF THE MASSES—FROM WILLIAM HOGARTH'S 1751 DEPICTION OF GIN LANE TO THE REIMAGINED 21ST-CENTURY HABITS OF THE 'SOBER CURIOUS GENERATION'.

ALCONOT: FOR THE NEW GINATION™

From the 1980s onwards, mass inebriation could be seen mainly in the youth cultures in the UK, Europe and the US, where high alcohol consumption was, and in some places, still is, embedded into the student experience, with many continuing the trend into young adulthood up to their 30-something years.

Social & peer pressure

For decades, especially in the 1970s and 1980s, peer pressure and social acceptance drove the masses towards alcohol consumption and often excessive consumption. The desire to be seen to be 'fitting in' or not wanting to be 'left out' seemed to be one of the main drivers of this behaviour.

A change for the better

Thankfully, things have moved on. Alcohol bingeing and abuse is less a part of the youth culture in the 2020s than it was in the latter parts of the 20th Century and early 21st Century. The number of sober curious people is increasing, and hopefully, this trend will continue into the future.

The factors for people reducing their alcohol intake or ditching it entirely fall into several categories:

- Health: Being more health conscious or being advised by medical practitioners to reduce alcohol intake or quit altogether.
- Events: Society's attitude toward reducing alcohol intake, with calendared events such as Sober October and Dry January, is being accepted and observed like never before.
- Family issues: Alcohol abuse has destroyed many families, and some of those affected by the actions of family and friends have made positive, preventative changes to their own lives.
- Clean living: More and more people are investing time in health regimes, gyms, and outdoor activities, all involving the reduction of alcohol intake.

At ALCONOT™, we refer to the people who have turned away from or shun alcohol, the 'New GINATION™'. They do not want or need alcohol as part of their lives and have taken to alcohol-free alternatives.

Dietary and religious considerations

When creating ALCONOT™, as an all-inclusive brand, we took dietary and religious requirements seriously. We are alcohol-free and animal-free from start to finish and are verified as compliant with the following:

- Halal certified by the Halal Authority Board in the UK
 - Vegetarian approved also by the Halal Authority Board in the UK
 - Vegan certified by The Vegan Society and not simply self-certified as vegan friendly by ourselves.
 - We have not been independently assessed by any Kosher certification bodies, however, all our ingredients have Kosher, vegan and Halal certificates from source suppliers.
- As a Muslim-founded brand, these principles are fundamental to how we live and how we want to share ALCONOT™ within our own community and with the entire alcohol-free community looking for a drink to take them beyond sugary, juice-mix mocktails.

All about ALCONOT™

Our Signature Blend is made with refined premium botanicals that tingle the taste buds like traditional GIN. In 2024, it was Commended by the prestigious judges of The World Alcohol-Free Awards, who said, "Sweet and lightly spiced, this would make a good wintery G&T".

New for February 2024 is our Raspberry Infused Blend, which brings out soft summer notes that play on your tongue without being overpowering, and Pomegranate Infused Blend, in which the flavour is firmly cocooned in the same deep elegant mix of juniper, cardamom, coriander and lemon peel as in the Signature Blend, giving you a hit of pomegranate followed by a flavour train with juniper as the engine. 🍷

These beautifully crafted guilt-free alternatives for the new GINATION™ of sober curious and sober conscious drinkers are both available to pre-order now along with our Signature Blend at unitedbeverages.co.uk.

Exclusive LND reader offer: Use code LONO-DRINK to get a bottle of ALCONOT™ for just £23.50 including postage (normally £6.39)

LAUNCH – LIVERPOOL GIN FESTIVAL

Dec 2023

MINIMUM NO. OF INGREDIENTS

17

NO. OF TASTERS AT EVENT

400+

VERSIONS OF SIGNATURE BLEND BEFORE SIGN OFF

11

POSITIVE FEEDBACK AS A %AGE

90%+

NO. OF PREMIUM FLAVOURS

3