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A GUIDE TO PROMOTING LOW AND NO SERVES



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STEP 1: NAMING YOUR LOW AND NO SERVES

Let's start from the beginning – what to call your low and no serves. Your names should entice your customer, engage their imagination and convince them to make the purchase.

THINGS TO CONSIDER:

1

THEME

Does your bar have a concept you can play on in your naming? For example, 'Black Pearl' or 'Mermaid's Tail' if your bar has a nautical theme.

Can you use the word 'no'?
'Espresso Martino' or 'Nogroni'

**NO-
BRAINER**

GET SENSORIAL

Is there a feeling, scent or flavour you can explore in your naming? Does it remind you of a particular season, or evoke a certain setting? E.g. 'Winter Cup' or 'In the Field'.





2

STEP 2: DECIDING WHERE THEY GO ON THE MENU AND IN YOUR BAR

Once you've got your name sorted, next on the list is deciding where to promote your low and no serves on your physical and digital menus.

THINGS TO CONSIDER:

LOUD & PROUD

Don't scurry them away on the back page or bottom of your website menu – make your guests aware that you are offering low and no cocktails. They shouldn't be an afterthought.

Is there scope to create a dedicated section for them on your menu that's thoughtfully designed and well-considered? Think about using a border to mark out the section, or colour coding the areas with a key that customers can refer to so they can easily spot your low and no serves.

SHINE A SPOTLIGHT

UP YOUR VISUALS

Can you incorporate iconography that's reflective of the drink's style? Fizzy, stirred, citrusy, rich... these characteristics could all be brought to life through attractive illustrations or images.

Create a section in your back bar with no alcohol options so they're easy to differentiate from your alcoholic drinks.

SHOW THEM OFF

STEP 3: PROMOTING ON SOCIAL MEDIA

Social media is a game changer when it comes to driving footfall. So when, where and how should you be promoting your offerings across your channels?

THINGS TO CONSIDER:

INSTAGRAM & FACEBOOK

These really are worth their weight in gold. Instagram is especially great for targeting Gen Z who are big low and no consumers and big social sharers... yep, that's some free marketing, right there.

Prioritise video content as it tends to generate the best engagement across the board.

VIDEO

TEASE THEM

Launching a new serve? Tease your audience the week before to get them excited and build momentum.

Think about when your audience is most likely to engage on social media. Mid-week and afternoons when people do not want to drink due to work can be great times to promote these serves, and remember to take advantage of key calendar events like Dry January!

TIMING





4

STEP 4: EDUCATING YOUR BAR STAFF

Everyone on the same page? You want all staff working in your bar to know these drinks like the back of their hands. Boost everyone's confidence when it comes to serving low and no by:

DOING A TASTING SESSION

What better way to engage with the serves in your bar than trying them out!

Diageo Bar Academy provide lots of information on the low and no drinks category including top tips, and the latest trends to look out for. Take a read.

READING ONLINE RESOURCES





SEEDLIP
NON-ALCOHOLIC SPIRIT
GARDEN 108
WITH DISTILLED HERBAL BOTANICALS

SEEDLIP
NON-ALCOHOLIC SPIRIT
GROVE 42
WITH DISTILLED CITRUS BOTANICALS



CREATING LOW & NO COCKTAILS

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GREEN GARDEN

INGREDIENTS

35ml Seedlip Garden
18ml Green Pea and Bay
Leaf Cordial
Dill Apple Whey

METHOD

To make your Green Pea and Bay Leaf Cordial:

1. Blend together 300g fresh green peas and 2 bay leaves.
 2. Add 350ml water and blend again.
 3. Fine strain and collect the liquid.
 4. Add 0.5% Malic acid and then an equal measure of sugar to liquid.
-

To make your dill apple whey:

1. Split the milk and separate the solids - collect 500ml whey and add 500ml clear apple juice, 100g dill and leave to infuse overnight.
 2. Finally, strain the liquid.
-

Now your cordial and whey are ready, pour the liquids and Seedlip Garden over ice in a highball and stir.



KOJI SPICE

INGREDIENTS

- 40ml Seedlip Spice
- 25ml Parsley Verjus
- 35ml Koji Banana Skin

METHOD

To make your Parsley Verjus:

1. Mix together 1 bottle of good quality Verjus and 75g parsley.
 2. Vacuum pack the mixture and leave to infuse for 24 hours.
 3. Once ready, strain the liquid.
-

To make your koji cured banana skin:

1. Save leftover banana skins and rub them with Koji (- 3% to the weight of the banana)
 2. Vacuum pack the Koji skins and leave for two weeks.
 3. After two weeks, add to a dehydrator and leave until completely dry.
 4. Once dry, add to the blender and blend into a fine powder.
 5. Now add 150g of powder to 1000ml water and leave to infuse for 1 day.
 6. Finally, fine strain the liquid.
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Now your Parsley Verjus and Koji Banana Skin are ready, pour the liquids and Seedlip Spice over ice in a coupe and stir.

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Sign up to the Diageo Bar Academy [Newsletter](#) - delivered straight into your inbox – keeping you in the loop with the hottest trends and the latest news in the drinks industry every month.