



NON-ALCOHOLIC
DISTILLED SPIRIT


INTRODUCING SEA ARCH



COASTAL JUNIPER

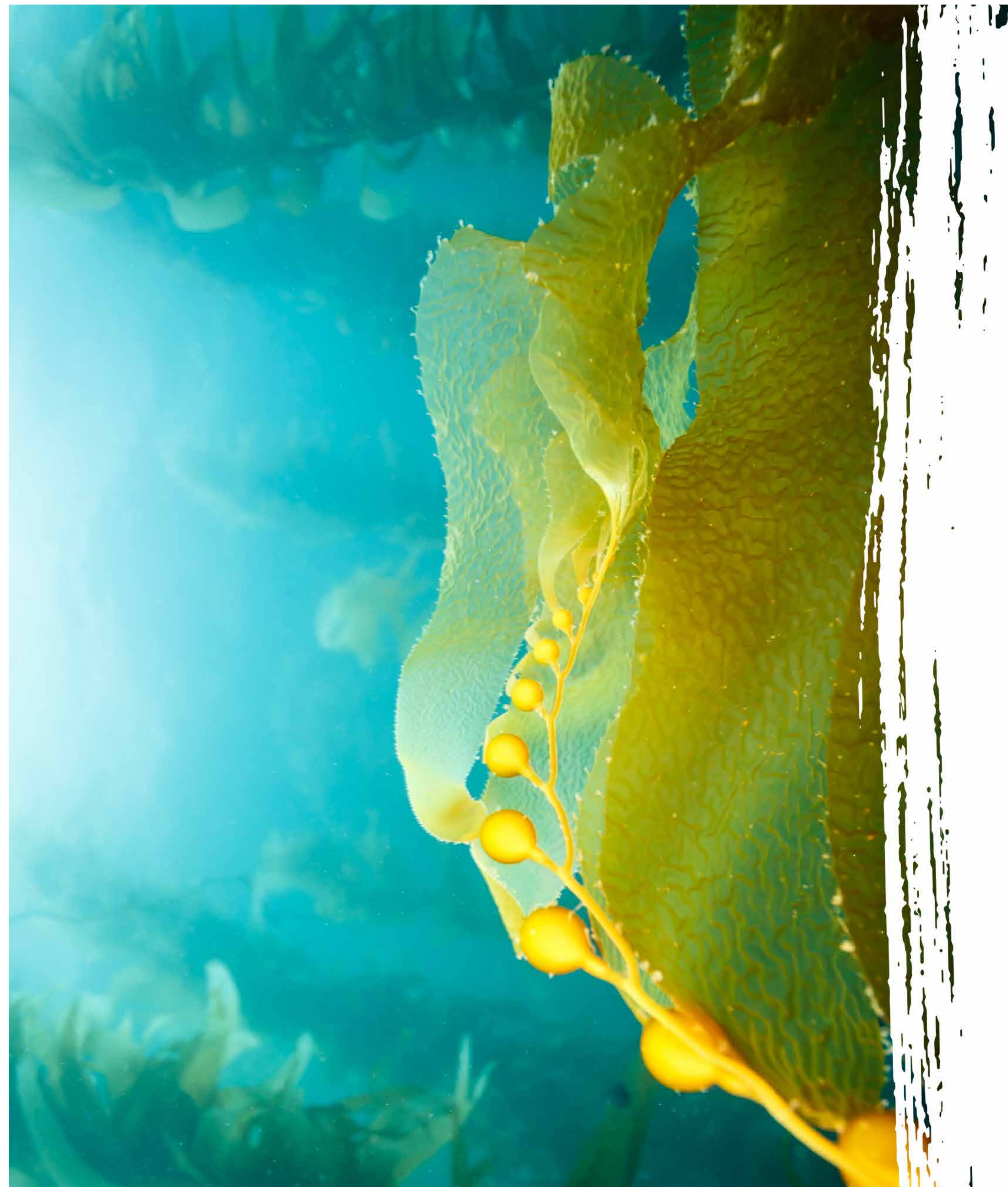
Sea Arch Coastal Juniper is a distilled non-alcoholic spirit created and produced on the Devon coast by former wine bar owners Sarah and Geoff Yates.

Bursting with seaside botanicals Sea Arch has all the deliciousness of gin with none of the alcohol and really is.... 'more beautiful without®'



Non-alcoholic spirits are part of the new wave in drinking

- One in five of us are actively seeking to moderate our drinking as part of a growing interest in health and wellness. Alcohol sales have continued to fall over the last 15 years and are now at an all-time low.
- The non-drinker is becoming more discerning, seeking products that have the same qualities and refinements in both taste and serve as alcoholic drinks.
- Alcohol free spirits are an increasingly popular and authentic choice for those looking for sophisticated flavoursome alternatives to their favourite alcoholic tipple
- Annual total data in the year to Feb 2019 (CGA) shows volume sales of non-alcoholic spirits has risen by 407% and value of sales by 418%. This trend is set to continue.



Why Sea Arch?

- The idea was conceived by founders Sarah and Geoff out of a growing interest from themselves and their wine bar customers for healthy, alcohol free drinks that didn't compromise on taste or experience.
- Crafted by skilled distillers using traditional techniques, Sea Arch combines seaside botanicals sugar kelp and samphire with juniper, blood orange, cardamon, coriander to create a deliciously dry and complex alcohol-free alternative for gin lovers.
- The coastal theme is carried through to the beautiful branding; marine blue bottles, foiled bronze Sea Arch logo and sand pattern label design means that Sea Arch presents as a truly 'stand out' product.
- The Coastal Juniper Blend can be enjoyed simply as a Sea & T served in a lovely glass with plenty of ice, and a squeeze of citrus topped up with a premium tonic, or in a range of refreshingly mindful cocktails.
- Sea Arch cares very much about the environment, using recycled cardboard, solvent free paint and no single use plastic in its minimal packaging.



A growing reputation as a premium brand

- Listings which include Ocado, Nectar Imports, Master of Malt and Virgin Wines, mean that Sea Arch is available nationally to both the on trade and retail.
- Sea Arch is served in independent high-end bars, boutique hotels and Michelin starred restaurants.
- Sea Arch was showcased on This Morning with Holly and Phil in a Dry January feature on the "Best non-alcoholic drinks" they both loved it! <https://youtu.be/lo7SgDdCKjQ>
- Susy Atkins...Drinks Expert for The Sunday Telegraph....."I'm especially keen on Sea Arch"
- October 2020 Sea Arch is featured in leading lifestyle magazine Woman & Home as part of a feature on female entrepreneurs in the non-alcoholic drinks' world
- Sea Arch has won various awards, the most prestigious being from Imbibe UK this year in their inaugural No & Low Taste Awards in 2020



Great Reviews

"Tasty and satisfying.... The ingredients are testament to your coastal location and make for an unusual and beguiling drink"
-Nigel Barden, BBC Radio Food & Drink Broadcaster

'In Sea Arch's non-alcoholic distilled spirit we think we have found a gem."
- Natural Buyers.

"Love, love, love this!! recommend to everyone to give it a try. Gorgeous bottle, superb taste! Will definitely be purchasing a few bottles for gifts"
- Charlotte Wyatt via Facebook

"Sea Arch has lovely marine aromas and tastes like a proper grown up drink. Add about a double measure with Mediterranean tonic, rosemary and lime, it's absolutely delicious. It feels like I'm having a G&T.... I'm absolutely delighted - Helen Highley via Amazon



Sea Arch Coastal Juniper 70cl Case size 1x6 RRP £24.95 incl VAT

Sea Arch Coastal Juniper 25cl Case size 1x12 RRP £15.95 incl. VAT

Suitable for Vegetarians and Vegans
Calorie and Sugar Free. Allergen Free
No Artificial Sweeteners
Natural Botanicals

Mix with a quality tonic to fully release the complex botanical flavours.
Or enjoy in a range of signature cocktails



"Sea & T" - a ready to drink double measure of Sea Arch with a light Indian tonic

"Rose Sea & T" -a double measure of Sea Arch with a delicate Rose and Raspberry infused tonic

Suitable for Vegetarians and Vegans
Alcohol Free: Low Calorie
Allergen and Preservative Free
No Artificial Sweeteners, Flavours or Colours
Natural Botanicals

Case size 1x12. RRP £2.35 per can incl VAT

Sea Arch 'Sea & Ts' are ready to drink and should be served chilled. Pour into a tall glass over ice and garnish with a slice of citrus or fresh raspberry.



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More beautiful without®



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sea-arch-spirit

www.seaarchdrinks.com

For more information and a sample please contact:-
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