



SEEDLIP[®]
DISTILLED NON-ALCOHOLIC SPIRITS

SEEDLIP: THE ART OF NATURE

INDUSTRY SECTOR

3530 Beverages

CLIENT COMPANY

Seedlip

DESIGN CONSULTANCY

Pearlfisher

SUBMISSION DATE

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NON CONFIDENTIAL – FOR PUBLICATION

EXECUTIVE SUMMARY

Sometimes you don't want to drink. Sometimes you can't. Sometimes you're tired, wanting to pace yourself, pregnant, health-conscious, driving, you have a big day at work tomorrow – or maybe you don't ever drink. But maybe you still love going out to bars and socialising past 6pm, or making a nice drink at home for yourself or guests.

Aiming to solve the “what-to-drink-when-you're-not-drinking” dilemma, Seedlip is the world's first distilled non-alcoholic spirit. We had the incredible opportunity to create a category language for a category that didn't yet exist.

A powerful challenger proposition communicated through artfully executed branding and packaging design has led to success beyond inventor Ben Branson's wildest dreams. With little in the way of marketing spend beyond the brand design, the world's first distilled non-alcoholic spirit is truly disrupting the way people think about adult non-alcoholic beverages.

- **Best selling 'spirit' at Selfridges for 12 months despite being non-alcoholic!**
- **Revenue rockets by +1,900% versus one-year goal**
- **Sales volume soars by +1,567% versus revised target in nine months**
- **Achieved sales volume annual industry benchmark for start-ups in just 5 months**
- **Listings target bested by more than 600% – including 50+ Michelin-star restaurants like world's best restaurant Eleven Madison Park**
- **Bought 4x more frequently than gin – and though it's 10x pricier than most non-alcoholic drinks, people often buy two bottles at once**

And after 257 years in spirits and beer, Diageo – the world's second most valuable liquor firm – has taken a minority stake in Seedlip through its company Distill Ventures, which helps fund innovation within the spirits sector. This is the first ever investment in a non-alcoholic drinks company by this global powerhouse.

Seedlip's authenticity, integrity, and beauty are brought to the forefront in the brand design, ensuring that it becomes an essential non-alcoholic spirits option for discerning customers, bars, restaurants, and retailers.

Word count: 300



PROJECT OVERVIEW

I. Outline of Project Brief

In a drinks market traditionally dominated by sugary soft drinks and a bevy of alcoholic offerings, Seedlip is the first brand of its kind – a sophisticated, craft-driven, premium distilled spirit that’s also non-alcoholic.

Pearlfisher’s brief was to communicate Seedlip’s powerful challenger proposition through artfully executed branding and packaging design that could sit proudly amongst alcoholic counterparts on the back bar, on shelf, and in the home.

When Seedlip was conceived, founder Ben Branson simply wanted to get a retailer, restaurant or bar on board. With virtually no marketing spend, the right design was critical to garner trade, retail and consumer attention. Then along came Selfridges who bought a batch, generating additional objectives:

- Sell first 1,000 bottles at Selfridges in five months at £15,000 revenue
- Gain 50 on-trade listings after first six months



PROJECT OVERVIEW CONTINUED

II. Description

There are many reasons why you might want to buy a non-alcoholic drink, but there's just one reason why many of us never do. They're mostly juvenile, sickly-sweet concoctions – a world away from sophisticated alcoholic drinks.

Enter Seedlip.

Inventor Ben Branson created Seedlip to solve the dilemma:

'What to drink when you're not drinking'

Just because you're not drinking alcohol doesn't mean you don't want something interesting in your glass.

Having worked in the design industry within the drink space, Ben noticed a grey area between alcohol and soft drinks. And coming from a 300-year Lincolnshire farming family heritage, he wanted to create a drink sparked by his passion for nature and the countryside.

Knowing absolutely nothing about distillation, he learned that 17th century apothecaries used small copper stills to make non-alcoholic herbal remedies. Ben retreated to his kitchen in the woods with a three-litre copper still, a copy of the 1651 book 'The Art of Distillation', and inspiration from his family farm for earthy botanicals. Through trial and error, he eventually found the perfect recipes to change the way the world drinks.

Combining individually distilled barks, spices and citrus peels, Seedlip's refined and complex blends have no sugars, sweeteners, or artificial flavourings – they're the essence of nature. Two 70cl variants retail at around £29.99, are distilled in England and Germany, with blending and bottling in Lancashire:

- **Seedlip Spice 94:** Botanicals include All Spice, Cardamom, Oak, Lemon, Grapefruit
- **Seedlip Garden 108:** Botanicals include Peas, Hay, Spearmint, Rosemary, Thyme

S P I C E 9 4

Wood - Spice - Citrus

G A R D E N 1 0 8

Leaf - Herb - Pod

PROJECT OVERVIEW CONTINUED



III. Overview of market

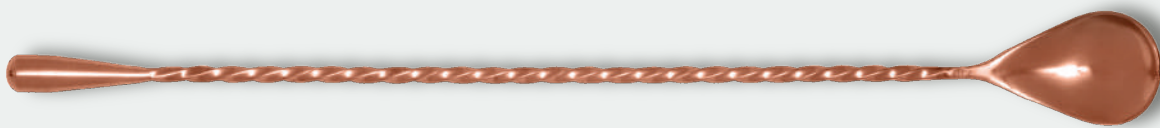
Seedlip was a brave idea, and founder Ben faced numerous challenges at the outset:

- He was a one-man band with no distillation experience
- He had no marketing budget
- He needed to do all bottling and labeling by hand, as well as new batch distilling should stock run out.

Moreover, Ben's idea – and creating an entire category from scratch – challenged convention, and his vision involved 'reinventing the wheel'. The concept of a distilled, non-alcoholic spirit was entirely new to the world.

For several years, consumers' increased prioritisation of health has driven a number of behavioural and market shifts:

- Consumers want to be closer to the source of their food, appreciating natural ingredients and prioritising provenance and process.
- The proportion of 16-24 year olds abstaining from alcohol, dubbed 'Generation Abstemious', increased by 40% between 2005 and 2014, with 25% of the age group shunning alcohol altogether in 2014.
- Sugary soft drinks on the wane: in June 2016, Coca Cola crashed out of BrandZ's Most Valuable Global Brands Top 10 for the first time since the report began in 2006. In 2015, 216 million fewer litres (2.8%) of Coca Cola was sold on- and off-trade in Europe.



Despite these relatively nascent trends, on-trade drinking standards are still very much focused on alcohol. Many companies have tried to capitalise on the opportunity inherent in these shifts to launch a credible non-alcoholic offering, but none has ever effectively overcome the credibility gap. How many non-alcoholic drinks have you seen on the back bar lately?

As a result, on-trade non-alcoholic drinks have never progressed past the sugary, 'juvenile' and low-priced options that have defined the space, lacking the sophistication and ritual of a 'proper' drink and often perceived as 'second best':

- Soft drinks: sugary and unhealthy
- Water: mundane and boring
- Mocktails and non-alcoholic beer and wine: substitutes, not the real thing

PROJECT OVERVIEW CONTINUED

Tuning into the cultural shifts and flying in the face of market convention, Seedlip approached this challenge head-on. From the outset, Seedlip's focus would be all about 'occasion' in order to solve the 'what to drink when you're not drinking' dilemma. This implies drinking in a social setting – a bar environment – where alcohol has historically been the tradition.

But in order to succeed where everyone else has failed, it needed a design to challenge consumer preconceptions in a credible and compelling way. The design needed to make the idea of a non-alcoholic option sitting on the back bar believable, credible and, most of all, desirable.

Project launch date

November 2015: Seedlip Spice

May 2016: Seedlip Garden

Word count: 805



OUTLINE OF DESIGN SOLUTION

With Seedlip, the design opportunity was incredible – to create a category language for a category that didn't yet exist. Consumer trends inferred that a desirable non-alcoholic spirits offer might be well received, but Seedlip's brand design would be crucial in engaging consumers, and changing perceptions and behaviour.

Drawing on the strategic brand essence “the art of nature,” we crafted a design language that reimagines the distillation of natural ingredients, informed by distilled herbal remedies of the 17th century. This truly heroes the plants, their individual flavours, and the expertise required in pairing, blending, and extracting them.

Inspired by botanical illustrations, the brand is brought to life through an artful arrangement of Seedlip's own botanical ingredients, which form a subtle “S”. On closer inspection, this “S” reveals itself as the profile of the native Red Fox for Seedlip Spice and the Hare for Seedlip Garden – animals that are both found on Ben's family farm.

The Seedlip monogram serves as a seal of approval and brand sign-off, emphasising the heritage of the distillation process inside the distinctive “S”. The bottle's ‘old world’ pharmaceutical shape reinforces the spirit's medicinal roots, while a copper cap and copper detailing elevate the brand's distillation process by referencing the copper stills used to create the product.

By combining the distilling process and ingredients in an illustrative way, the product's authenticity, integrity, and beauty are brought to the forefront, ensuring that Seedlip becomes an essential non-alcoholic option for discerning customers, bars, restaurants, and retailers.

The design language is also the foundation for Seedlip's overall brand world, extending across all of the brand's communications and activity since launch, such as the 2017 design of its gold-winning Chelsea Flower Show garden, and menus for the ‘Dry January 2017’ takeover’ of Harvey Nichols rooftop in London.

This is not just another ‘drinks company’ – the strength and originality of Pearlfisher's design is instrumental in supporting Ben's vision of the brand's essence, and that challenges consumer preconceptions in a credible and compelling way.

Word count: 330

SUMMARY OF RESULTS

Please note, some key data has been omitted for the purposes of confidentiality.

With little in the way of marketing spend beyond the brand design, Ben had no idea what would happen. But happen it did! Not only did Seedlip soundly beat all initial targets without paying out any costs to distribution services, but a host of other results are testament that the world's first distilled non-alcoholic spirit truly is disrupting the way people think about adult non-alcoholic beverages.



First listing based solely on brand design

1,000 Seedlip Spice bottles launched exclusively at Selfridges in November 2015 – getting that crucial first listing to set the brand on its journey of success was based solely on the design, as the product itself wasn't ready.



Selfridges: Best selling spirit for 12 months!

Amazing feat considering Seedlip is non-alcoholic. First 1,000 bottles sold out in 3 weeks – soundly thrashing the objective to sell 1,000 bottles in five months. Second batch of 1,000 bottles flew off the shelves in just three days. Third order of 1,000 bottles sold out on Selfridges' website in 30 minutes.



Revenue rockets by +1,900% versus one-year goal

Original five-month revenue objective was thrashed in just three weeks, leading to a revised goal in the first year. Actual year one revenue was an amazing +1,900% versus the revised objective.



Sales volume +900% versus forecast in three months

From 1,000 bottles to 10,000 bottles in just three months – an astonishing result considering the original objective of just 1,000 bottles in five months.



Sales volume soars by +1,567% versus revised target in nine months

In less than a year, sales volume was +1,567% versus the revised target.



Achieved sales volume industry benchmark in 5 months

Only 5% of all start-up liquor brands around the world sell 1000 x9 litre cases in their first year. Seedlip did this in just five months – and it's not even alcoholic!



SUMMARY OF RESULTS CONTINUED



Listings target bested by more than 600%

Against a target 50 on-trade listings in six months, Seedlip actually achieved over 350 total listings, of which more than 300 were on-trade:

- 50+ Michelin-starred restaurants, such as the world's best restaurant Eleven Madison Park in NYC and renowned The Fat Duck in the UK
- 50x 5* Hotels, including The Ritz
- 150 influential restaurants and bars, including the best bar in the world Dead Rabbit in NYC
- 50x Gastro Pubs
- 50x luxury & independent retailers, including Fortnum & Mason and Harrods
- A number of members clubs, farm shops and online retailers, including Soho House
- And if the above listings in six months weren't enough, Seedlip got a listing with Ocado in 2017!



Orders and enquiries from over 100 countries

Year 1 focus was on London only – no international sales were planned and there was no intention to tackle the lucrative, but notoriously tough market in the United States until Year 3 at the earliest. But in its first year, Seedlip's compelling story resulted in enquiries from over 100 countries and launches in notable cities such as New York, Los Angeles, San Francisco, Copenhagen, Milan, and Zurich – with Sydney and Melbourne in the pipeline for Year 2 launch.



Seedlip bought 4x more frequently than gin!

The design has created real value and desire amongst consumers – Seedlip is 10x more expensive than the majority of non-alcoholic drinks, yet people often buy two bottles at a time. Not only this, but repurchasing data shows that people buy a bottle of Seedlip every three months, whilst the average person buys just one bottle of gin a year!



Team grows exponentially by 1,400%

From a one-man band at launch, in just 10 months Seedlip's team grew to 13 UK employees and two employees in the USA. Not only this, but 2017 sees plans for 1 person in Australia, 1 person in Dubai and a further 5 joining in the UK.



Awards and accolades

The design work has been recognised in top tier creative awards around the world such as The Cannes Lions Awards, The Dieline Awards, The Drum Design Awards, New York Festival Awards, Core 77 Awards, The FAB Awards and The Pentawards.

SUMMARY OF RESULTS CONTINUED



Design investment recouped in less than 3 months



And finally... Diageo takes first non-alcoholic stake in Seedlip

After 257 years in the spirits and beer business, Diageo has taken a minority stake in Seedlip through its company Distill Ventures, which helps fund innovation within the spirits sector. This is the first ever investment in a non-alcoholic drinks company by this global powerhouse. They initially considered over 3,000 brands for investment, of which 20 were selected to pitch – and just 4 were successful. All 3,000 brands were alcoholic apart from Seedlip. The brand design was an important part of Ben's pitch to Distill Ventures as it builds belief in the brand and the market opportunity, which is critical when introducing a radically different challenger brand.

“If I had a pound for every time someone praised the look and feel of Seedlip...I'd give up Seedlip.”

– Ben Branson, Founder of Seedlip

OTHER INFLUENCING FACTORS

Design came first. It is arguably the reason why Selfridges bought the first 1,000 bottles, as well as attracting interest from so many other on trade/off trade buyers. The brand story, brand design and an empty bottle was all Ben had to engage these people because no physical finished product existed until the brand actually launched!

Seedlip's Year 1 marketing budget was small in comparison to industry standards and needed to cover two variant launches, creation of a third variant which has yet to launch, all design work, website design, literature costs, print costs, photography, PR fees, and sampling stock for events. The brand has never paid to be in any menus, or any articles to be written.

What's even more impressive about Seedlip's success is that the brand has not paid out any costs to distribution services, opting for direct selling instead.

OTHER INFLUENCING FACTORS CONTINUED

Seedlip has garnered significant attention from trade media, consumer media, national and regional press since its launch – to be expected given the fact that this challenger brand has single-handedly created a new drinks category. But the PR focus since day one has always been to showcase the bottles – and more than 90% of the media coverage features the bottles.



Seedlip, The Non-Alcoholic Spirit

Two copper-pot-distilled, handcrafted liquids lending the illusion of alcohol

by David Graver
on 22 February 2017

Shying away from the standard fruity and sweet offerings, Seedlip is the world's first distilled non-alcoholic spirit. It combines six individually-distilled barks, spices and citrus peels to create a complex blend best sipped long with tonic or short with brine as a non-alcoholic martini. Blended and bottled in England, the unique distilling process (similar to that of gin), boasts zero calories, is sugar, sweetener and artificial flavour-free, making it the go-to option for those looking for a credible alternative to alcohol. What's more, the beautifully designed bottle (featuring a cool taxidermy and topiary mash-up design on the label) will take pride of place on your drinks trolley.

As a result of the success of the brand in the first year, the following occurred in 2017 – but as they are all after the results cited in this entry, they could not have influenced those outcomes:

- Sponsorship of gold-winning Chelsea Flower Show garden
- 'Dry January takeover' of Harvey Nichols rooftop in London
- Ben was listed in The Telegraph's Food Power List 2017 as one of the 50 tastemakers changing the way we eat and drink
- At the prestigious Drinks Business Awards 2017 Ben was named 'Young Achiever of the Year' and Seedlip won 'Launch of the Year'.

RESEARCH RESOURCES

Seedlip internal data and website analytics

Shopify

UK Office for National Statistics

BMI Research: Adultifying Trend Transforming Non-Alcoholic Drinks Industry 2016

The Grocer: Soft Drinks Category Report 2016

BrandZ: Most Valuable Global Brands 2016

Tesco Repurchasing Data

World's Best 50 Restaurants 2017, William Reed Business Media

World's Best 50 Bars 2016, William Reed Business Media

CNN Money International: The World's Most Valuable Liquor Companies,
April 2017

The Telegraph Food Power List, April 2017

Drinks Business Awards 2017

