

11th July 2025

Pernod Ricard UK launches Beefeater 0.0, the first alcohol-free expression by Beefeater



Beefeater is staying true to its passion for innovation and driving growth within the non-alcoholic spirits category by introducing Beefeater 0.0%, crafted for those who choose not to drink but still want to be part of the occasion.

Inspired by the original Beefeater London Dry Gin, Beefeater 0.0% maintains the brand's iconic citric and juniper-forward profile but without the alcohol, creating a perfectly balanced and refreshing drinking experience. Produced by adding the essence of Beefeater London Dry Gin's classic recipe to the base, the botanical profile is achieved by using exclusively natural flavours, retaining the experience and attitude consumers have come to know and love about Beefeater.

With 60% of UK adults turning to "zebra striping", the act of alternating between alcohol and non-alcoholic drinks during one occasion, Beefeater 0.0% has been designed to complement the cocktail occasion with a hero serve that stays true to its iconic original

London Dry Gin, a Beefeater 0.0 and Tonic, as well as working perfectly to create non-alcoholic alternatives to classic gin cocktails, such as: "The N0.0groni", "The Tom C0.0llins" and "The L0.0NDON Mule".

Ian Peart, Commercial Director for Pernod Ricard UK, comments: "We are proud to be bringing the no-alcohol category elevated options, removing the need to compromise or miss out on the convivial occasion. We see moderation as something that we have always done, for us, moderation leans into the existing premiumisation trend as consumers become more aware and choiceful around what and when they drink. Specifically, the trend towards non-alcoholic alternatives is an exciting opportunity that will open up even more consumption occasions."

In Spain, Beefeater's largest market worldwide and where Beefeater 0.0% has been available since January 2024, 75% of shoppers are new to the Beefeater brand and come from categories beyond gin such as beer and soft drinks¹. The gin category meets the needs of the moderation consumer because of its versatility and its perceived ability to fit in with a healthy lifestyle due to its botanical content.

Beefeater 0.0% will be available in the UK across the On-Trade from September 2025.

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¹ Connecta – Quantitative Feb 2025



About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.