

UNLTD.

Award-winning 0.5% craft beer



UNLOCK YOUR UNLTD.

We believe there is greatness in all of us, ready to be unleashed into the world!

Unshackled of limitations and driven by positive choices, UNLTD. is a new age beer for unlocking that greatness. For doing things on your own terms and waking up to opportunity every day.

Progressively brewed with hops specially selected for flavour, our beers harness all the character whilst staying refreshingly sessionable at 0.5% abv. While elevated extras like B vitamins and low-cals make us a beer that feeds your lifestyle. Not fights it.

This is new age beer for UNLTD. living.



Antonia & Johnny
Co-Founders

WHY NO & LOW BEER?

77%

of adults say they are moderating their alcohol intake*

55%

of 18–34 year-olds (the main NoLo consumer base) are more likely to be interested in No and Low Alcohol with added vitamins**

65%

of adults are proactively trying to lead a healthier lifestyle***

41%

of 18-34 year olds would be encouraged to visit a particular venue if they had a good selection of NoLo drinks.**

UNLTD.

*Source: KAM Low+No 2023: The Customer Perspective

**Source: Mintel -Attitudes towards Low and No Alcohol Drinks -UK -2022

***Source: CGA Brandtrack

The category is already performing well having seen huge growth in recent years and is expected to be worth...

£450m by 2024

In the last year along, NoLo beer sales have grown...

+180%



WHY UNLTD.?

1

AWARD WINNING TASTE

Taste is the most important driver of choice in the category*. With a combined total of 15 industry awards, it's sure to say that we've got some quaffable beers.

2

ELEVATED EXTRAS

47% of adults reducing their alcohol intake are doing so for health reasons**. Our beers have elevated extras, like low calories and B vitamins, which feed a healthier lifestyle.

3

PREMIUMISATION

Quality perception (ingredients and packaging) is one of the main drivers for consumers when choosing a NoLo beer*.



*Source: KAM Low+No 2023: The Customer Perspective

**Source: Club Soda research report - How Brits are embracing mindful drinking

OUR RANGE

UNLTD. IPA

Progressively brewed to be low on alcohol and high on taste.

With aromas of citrus and tropical fruits, deep and complex malt flavours and a perfectly balanced bitter backbone.

13
CALORIES



VEGAN

**GLUTEN
FREE**

**B
VITAMINS**

**SUGAR
FREE**

UNLTD. LAGER

Crisp, characterful and refreshingly sessionable.

With light citrus aromas, a hint of honey and caramel, rounded off with a subtly bitter finish.

23
CALORIES



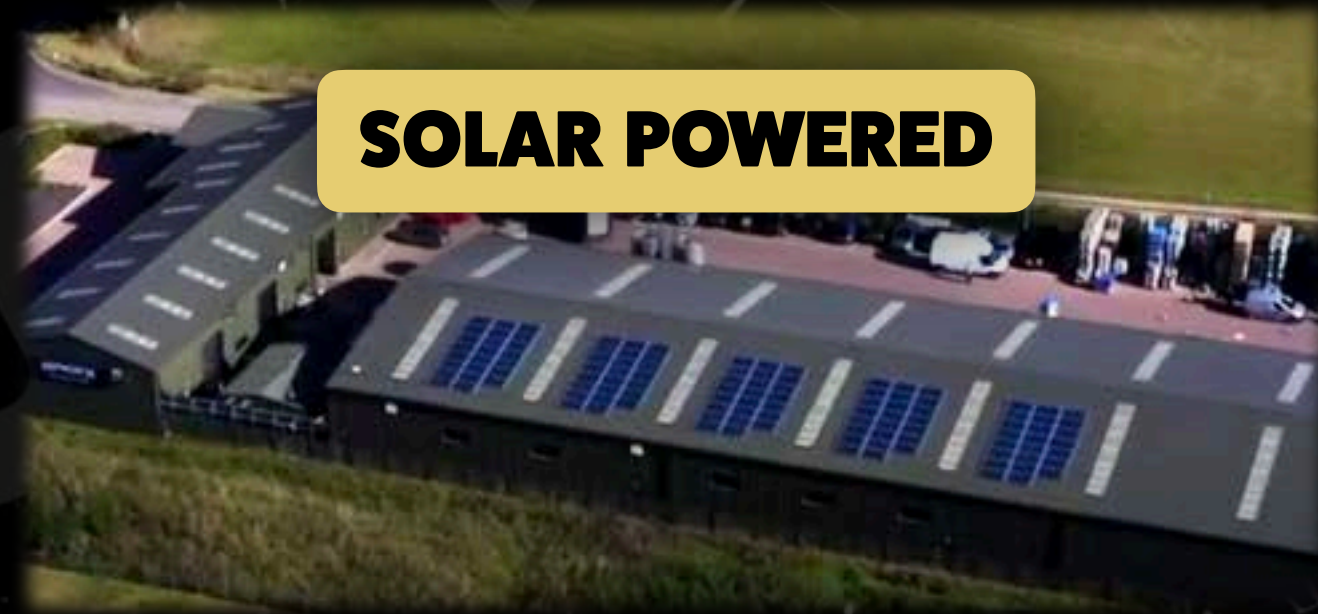
+36%

Ale is experiencing the greatest sales growth rate in NoLo beers



SUSTAINABLY BREWED

Proudly brewing our beers at a carbon neutral brewery in West Sussex



SOLAR POWERED



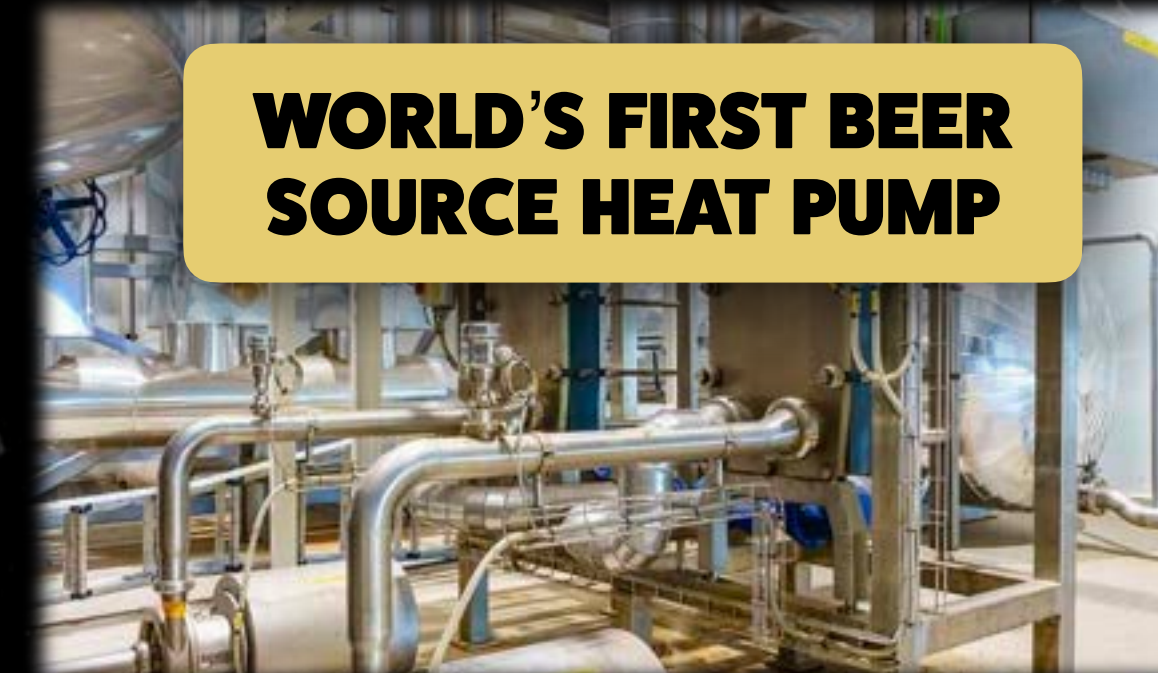
**LOCALLY SOURCED
INGREDIENTS**



**RECONDITIONED
WATER WASTE**



**RECYCLED WASTE
PRODUCTS**



**WORLD'S FIRST BEER
SOURCE HEAT PUMP**

B-CORP - PENDING

We are currently in the process of becoming B Corp certified and are confident we will be awarded this highly accredited status after our BLab assessment later this year. With so many organisations keen to prove their eligibility the waiting list is quite long, but we are on track to achieve this by March 2024.

ACHIEVEMENTS.

Great Taste Award

Guild of Fine Food



Highest scored NoLo beer

IWSC awards



Best Brand Design

World Beer Awards



Most Promising New Business

Award - Inspiring Hertfordshire Awards



Plus all of these ↓



45%
D2C returning
customer rate
(Industry average 28%)



REVIEWS.

400+ 5★ reviews on our E-commerce website and 



“Amazing beer. Best non alcoholic beer I've found.”

Sarah Deas - **UNLTD.** customer



“Wow! This may now be a favourite in our drink's fridge. It was so tasty and you were not left with that hoppy taste that you can get after a couple of bottles with some brands. This one you can drink until the night finishes and beyond. And at only 13 calories per bottle, you know you are on to a winner.”

Judges - Great British Food Awards



“A great beer with a great team behind it. Tastes perfect and consumer service brilliant.”

John O'Kelly - **UNLTD.** customer



“The best low alcohol beer on the market. We have tried them all and this is by far the best! I can't tell the difference bar the lack of hangover!”

Miss S Melaney - **UNLTD.** customer




































“It delivers the sort of flavours a beer drinker is looking for. This has so much going for it for a very low-alcohol beer and it can hold its head up high. This is very good of its kind”

Judge - Great Taste Awards

UNLTD.

COMPETITOR ANALYSIS.

None come close in terms of calories, dietary requirements or health benefits.

Brand																																																																																																																																
-------	---	---	---	---	---	---	---	---	--	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

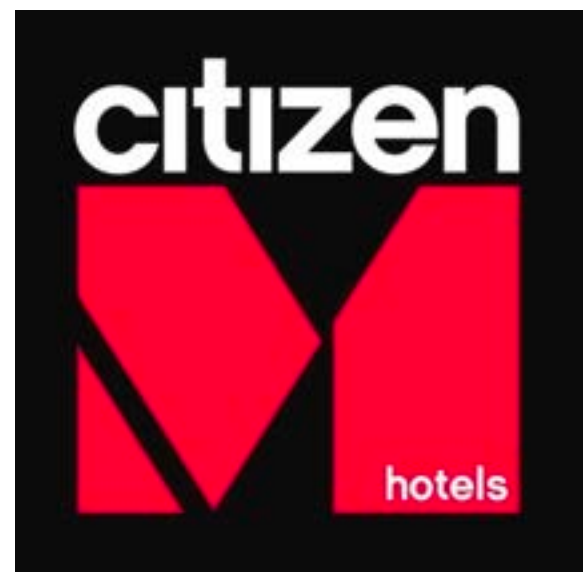
WHERE ARE WE?



TWICKENHAM
STADIUM

DRAKE & MORGAN

GAUCHO



FOUR SEASONS



300+ Independent stockists

eat¹⁷

OUR RTM NETWORK

AMATHUS
DRINKS TO THE WORLD



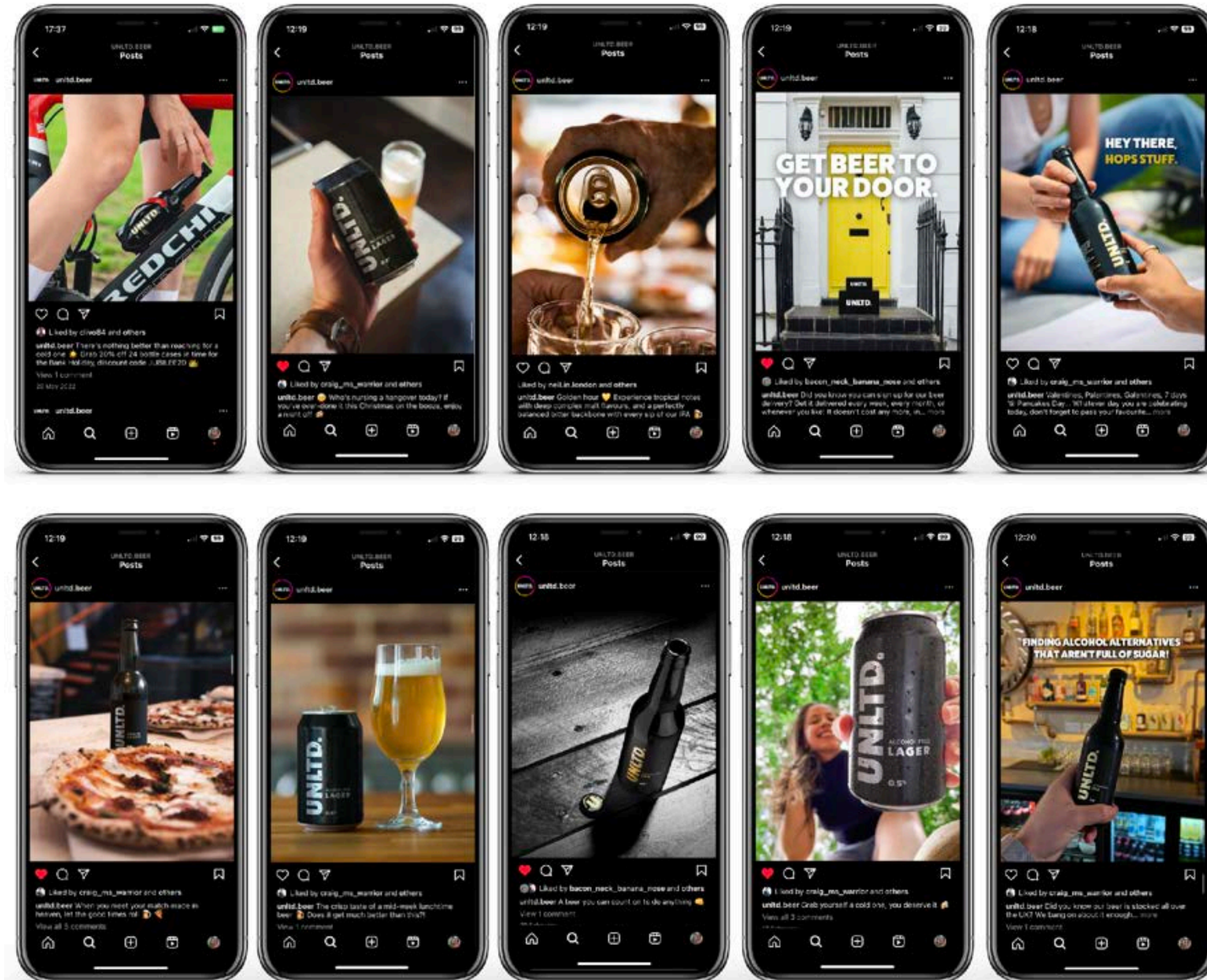
VENUS

ST★RSTOCK



DIVERSE
FINE FOOD

SOCIAL MEDIA



A growing social media & D2C reach of over 20k

25% follower increase in past 90 days



TV + PRESS COVERAGE



LOVE YOUR
WEEKEND
with
ALAN TITCHMARSH




THE SUNDAY TIMES

Daily Mail

Men's Health

The  **INDEPENDENT**



COACH
MAGAZINE



The Telegraph

SL.MAN

THANK YOU

CONTACT

Sales@**UNLTD.**beer

www.**UNLTD.**beer

@**UNLTD.**beer

