



Beverage Hot Topic Botanical Extracts in Soft Drinks

The desire for natural food is bigger than ever before, consumers are more informed, more aware and more demanding. They are increasingly looking for clean label, transparent, premium products that are fresh and minimally processed. They are also searching for authentic and trusted products. In beverages, we are seeing this trend manifest through the use of botanical extracts. The rise of botanicals as a natural way to flavour drinks is becoming increasingly popular.

We are seeing the following themes in beverages:

Transparency

Today's consumers want the products they consume to be fresh and minimally processed. They seek end-to-end transparency in all aspects of their products from ingredients to production, sourcing to packaging. They are increasingly looking for clean label, traceable, trusted solutions and original storied brands.

38%

of UK consumers agree that natural is an important factor when looking for healthy foods

16%

of Europeans would like to see more soft drinks with botanicals and would pay more for them





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Right Here Right Now

Consumers are shopping in this category based on their psychological and physical needs. Their purchase decision reflects what they want at a specific moment, or over time. These products elude to a need state such as relaxation, beauty, immunity, refreshment energy and so on.



Tastes associated
with Right Here
Right Now include:

Chamomile
Ginseng
Rose
Cucumber
Mint
Hibiscus
Green tea
Acai
Pomegranate
Rooibos tea

Not for Kids

Adult soft drinks are one of the fastest growing categories in the soft drinks market in Western Europe. An increasing number of consumers are choosing to limit their alcohol intake or avoid alcohol completely.

They are looking for more premium and sophisticated upscale offerings that mimic the alcohol occasion but are distinct from the mass market.

Through craft production techniques, botanicals are meeting consumer demand for craft-style non-alcoholic, premium beverages.



Taste associated
with Not for Kids:

Citrus

Juniper

Black
pepper

Vermouth

Bitters

Ginger

Apple

Botanical
blends

Spritz



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Inspired by the themes above, we have developed the botanicals collection, containing nothing but pure and natural ingredients.



Transparency – Italian Blood Orange, Cucumber and Garden Mint

Crafted by our experts in botanical extraction, complementary to the transparency theme we have created a delicious authentic soft drink, containing a blend of Italian blood orange, cucumber and garden mint. This crafted soda is succulent, balanced and deliciously refreshing.



Right Here Right Now – Floral Beauty Tea

Our beauty tea contains a beautifying blend of rooibos tea, green tea, and raspberry, but what makes this drink so special is the addition of our rose infusion, which is made by gently steeping the rose petals to extract their oils and essence. There is added vitamin C and Zn for beauty benefits. Floral flavours are on trend in Europe for 2017 and beyond due to their appeal as very natural ingredients, and their association with beautifying benefits.



Not for Kids – Juniper Spiced Tonic

Inspired by consumers desire for a more premium and sophisticated soft drink that mimics the alcohol occasion, we have developed this juniper spiced tonic. A refreshing and bitter blend of individually distilled botanicals and citrus notes, this clean tonic water is perfect served on ice with a slice of lime.

Discover More

At Kerry, we have honoured the traditional craft of botanical extraction for over a century to create a broad selection of aromatic single extracts and customised botanical blends. We have an extensive selection of over 120 single plants, herbs and spice extracts.

We work closely with a worldwide network of dedicated growers to ensure quality and supply, which creates a solid base from which we begin extracting and distilling. Our products are created in our centres of excellence in Mozzo (Italy), Grasse (France) and Clark (USA). Containing only carefully selected natural ingredients, our unique extracts are distinctive yet authentic, capturing the maximum flavour from a variety of botanicals.

Talk to Kerry about
expanding your range
of natural soft drinks.