

5 KEY FACTS: A spotlight on alcohol-free spirits.

70% of venues in the UK now offer alcohol-free spirits (up from 47% in 2024)

23% Almost 1-in-4 venues that serve alcohol-free spirits still do not include the available options on their menus

3x On average, venues typically have 3x as many alcoholic cocktails as non-alcoholic on their menus

13% of venues that serve alcohol-free spirits do not make them visible to customer standing at the bar

1-in-3 venues that serve alcohol-free spirits do not list the available options online



Source: Everleaf x KAM - Raising the Bar 2026

