

5 KEY FACTS: Introducing the 'Stealth Pint'

'Stealth Drinking' describes the practice of consumers choosing alcohol-free versions of drinks without signalling it to others. It occurs most in group settings where alcohol is the norm.

31%

of low and no consumers still don't feel comfortable ordering an alcohol-free version of an alcoholic drink when in public.

4-in-10

UK adults have ordered a low and no drink without letting others know that it is low or no.

28%

of people who order low and no drinks without letting others know do so because they don't want to explain why they are not drinking alcohol.

37%

people who order low and no drinks without letting others know do so when out with work colleagues.

46%

of consumers who have ordered a 'stealth drink' say that being able to order drinks 'under the radar' makes it more likely they would still go out.



KAM

In partnership with:

LUCKY SAINT

Source: KAM x Lucky Saint - Low+No: Drinking Differently 2026

