

# punchy



DRINKS TO TAKE YOU PLACES



Exciting times in the soft drinks category

41 million

More carbonates occasions chosen for health reasons in the last year.

Source: [Kantar](#)

31%

YOY growth in carbonates chosen due to being 'lower in fat/salt/sugar.'

Source: [Kantar](#)

£71 million

Of shoppers spend has switched from alcohol to soft drinks in the past year.

Source: [Kantar](#)

1 in 5

Adults opt for a sober lifestyle, this grows to 1 in 4 for Gen Z'ers.

Source: [The Guardian](#)

15.4%

Increase in soft drink sales in the last five years.

Source: [Casual Dining Mag](#)

One third

Of consumers choose a soft drink when drinking out of home compared to 6% opting for beers wines or ciders

Source: [Casual Dining Mag](#)





# Soft Punches

Delicious, transportative, natural adult soft drinks, that also make great mixers.



## GOLDEN HOUR

Blood Orange  
& Bitters,  
with a hint of  
Cardamom



## FIRST DIP

Cucumber  
& Yuzu,  
with a hint of  
Rosemary



## HOLIDAY ROMANCE

Peach  
& Ginger,  
with a hint of  
Chai



“We loved Punchy’s fresh take and flexible approach to a beloved style of drink”

— Jo Turner, The Independent



Also seen in:





# DRINKS TO TAKE YOU PLACES

We believe the best drinks take you somewhere else for a moment. Somewhere better. Where you have salty hair and sand beneath your toes.



GOLDEN HOUR



FIRST DIP



HOLIDAY ROMANCE



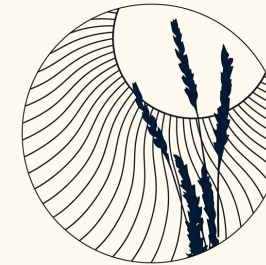




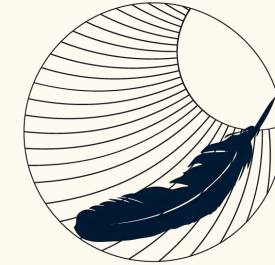
Better for **you** and the **planet**



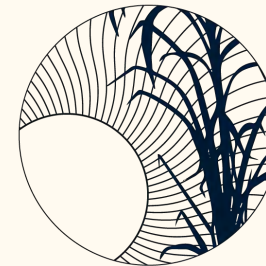
● All Natural



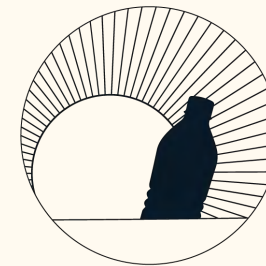
● Gluten Free



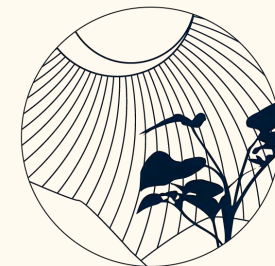
● Low Calorie



● Low Sugar



● Plastic Free



● Vegan



We donate 1% of our sales to environmental causes each year



# Sales Channels & Customers

## ONLINE:



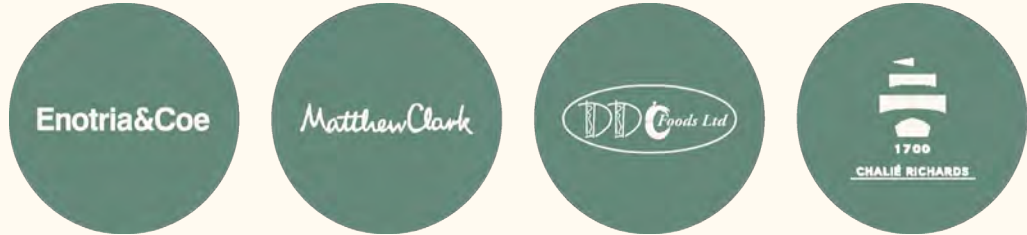
## ON TRADE:



## OFF TRADE:



## DISTRIBUTION:





## Feedback & ROS



### Punchy Website

We have sold an average of 134 cans per day since we launched our webshop on 1st April 2020



### Popin Grocer

Poppin is a small independent Grocer by Pimlico station. In April and May we were Selling 42 cans per week here.



### Ocado Online

We launched onto Ocado in January and sell an average of 306 cans per week, which is a 3x growth since launch.



## Feedback & ROS Cont.



### Joe Wadsack

Featured on Joe Wadsack's Lockdown Drinks vlog. Joe is drinks resident on ITV's This Morning, and Saturday Kitchen with James Martin.

Watch the full video [here](#) to see his praise of Punchy, including the quote "bloody nice actually"!



### Hippo Inns

Highly Competitive trial in Hippo Inns estate against 10 other competitive brands for January Low & Let Go Menu.

Result: +35% marketshare vs. biggest industry player. Second bestselling no / low drink behind tomato juice.



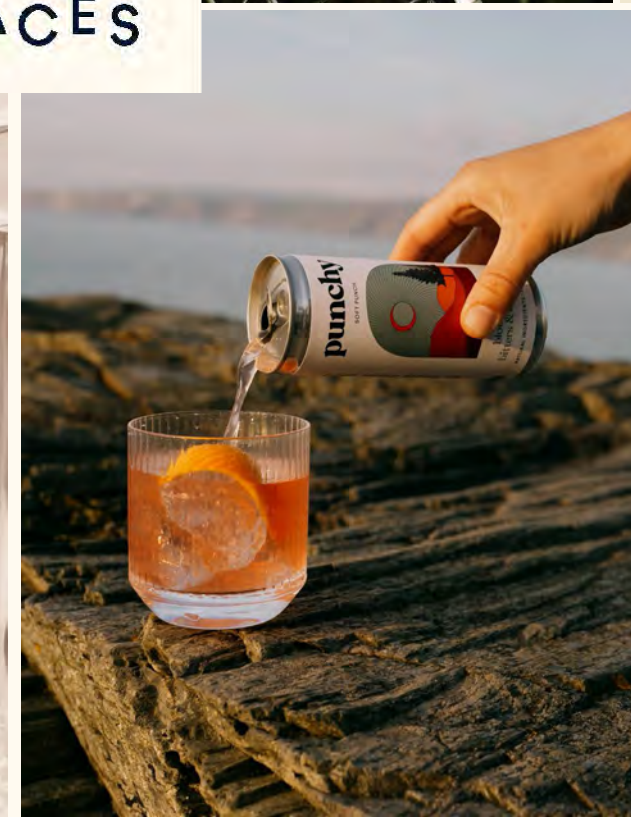
### Fortnum & Mason

Launched into lunch time grab and go chiller in early February.

In the weeks leading up to lockdown we were selling 48 cans per week.







## DRINKS TO TAKE YOU PLACES







Let's talk!



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