

Z!NGER

The Perfect
Blend of Health,
Convenience,
and Taste

ZINGER



Our Story

We are a small family business based in rural Suffolk, England that are the producers and innovators of the finest non-alcoholic juices and cordials.

Zinger shots were created in 2007, far ahead of the shot drink trend and were designed as a convenient way to get a hit of health without the need to fill your fridge with ingredients or bottles.

Zingers are all produced in our own factory in Suffolk and have expanded from traditional ginger and turmeric to include Lime & Chilli and Sour Cherry.

Health shots have grown exponentially in the UK with Zingers remaining the leading and go to organic shot brand.

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Functional On-the-go Drinks Market

Functional wellness drinks market is now worth **£240.2 million**

The UK market is expected to grow at a **CAGR of 15.6%** from 2024 to 2030.

31% of consumers are interested in purchasing premium soft drinks with additional functional benefits.

Health accounts for **7.9% of occasions**

Health is now worth **£3bn** within the OOH market

Who are the consumers?



WELLNESS CURIOUS

Want to be more conscious about what they are eating/ drinking. Enjoy an OOH drink and pick me up.



HEALTH ENTHUSIAST

Keen healthy people who will research information prior to purchasing. Will influence others.



RELIEF SEEKER

Already have some health conditions and are looking for natural remedies to help them improve their health.



FITNESS FANATIC

Obsessed with health and fitness. Follow all the trends that align with a better lifestyle. Focused on results.

What are consumers looking for?

68% of consumers claim to be eating healthily all or most of the time

More than 60% of consumers say they're trying to adopt more planet positive habits

32% of consumers cite natural ingredients as a top factor when food shopping

Increasing number of consumers site that **cost is a growing factor** in food/drink decision making.

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<https://www.mintel.com/insights/food-and-drink/global-trends-driving-evolution-of-healthy-eating/>

Euromonitor
Mintel



Why Zinger?



ORGANIC*

Soil association approved and better for you and better for the planet



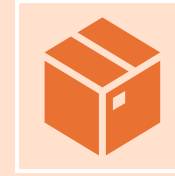
NO UNNECESSARY INGREDIENTS

Simply made from fruits and roots



LOW RRP

On average 15% cheaper than the market leader



AMBIENT STORAGE WITH LONG SHELF LIFE

Produced with 12 months life ensuring maximum convenience



SUSTAINABLE CREDENTIALS

Strong environmental and sustainability targets committed to by the business

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Why Zinger?



Organic		✓	✗	✗	✗
Simple Ingredients		✓	✗	✗	✗
Ambient		✓	✗	✗	✓
Low RRP	£1.85	✓	£2.15 ✗	£2.00 ✗	£2.00 ✗
High Ginger Content	27%	✓	20% ✗	24% ✗	25% ✗

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Environmental priorities

As a business we are committed to achieving **net zero by 2035**

We use **solar panels** installed on our factory roof, which produces 40% of our electricity needs

Support a broad range of local charities – including a £20,000 a year donation via Suffolk Foundation for support to local food bank



We are committed to the Suffolk Carbon Charter, which sets ambitious targets to reduce our carbon footprint and independently monitors this – which awarded us **GOLD for 2023**

In 2023, we **reduced our Carbon Footprint by 18%** as we moved our electricity onto a 100% renewable tariff

We also provide a **bottle bank for the local community** to discard the glass bottles safely and land, free of charge, for about 12 local allotment holders

Boost Sales with a Growing Category Player

Zinger sales have grown by an average of almost **50% per year** over the past 2 years

Zinger brand has **doubled in size** since 2022

Now approaching **£2.5m RSV**

Find us in:



Trade Marketing Support

OOH Adverts



Wobblers



Posters



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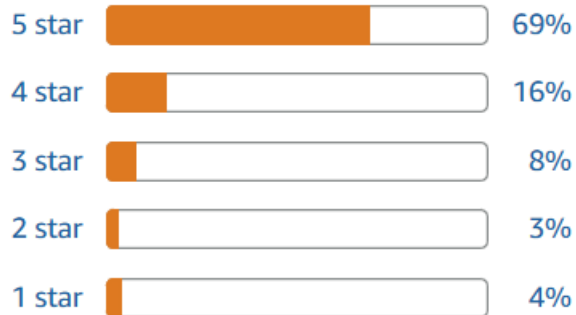
Don't just take it from us

amazon

Customer reviews

★★★★☆ 4.4 out of 5

2,059 global ratings



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Florin Gheorghe

Amazing product . They are so good . Gives me the energy I need to stay awake 16 hours a day and keep walking to do all my tasks

//

Lynn F.P

I love this product! Small amount with a REALLY big kick of ginger. Great as a pick me up.

//

Ronnie

If I could tell the guy who advertised Moju ginger shot, try these for a kick that gives you a buzz!!!

//

Liz

I'm on my third purchase and I'm definitely feeling the benefits. I'd added other things into my diet as a tester for more energy, this is the only item I truly believe is helping.

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Ready to energise
your shelves in
2025?

Part of
JAMES WHITE
BOLD BY NATURE