

Scotmid launch non-alcoholic champagne-inspired cocktail



Scotmid are excited to announce the arrival of The Start-Up Drinks Lab's non-alcoholic champagne-inspired Sparklingly Sober range becoming the first retailer to stock the refreshing Nomosa.

Based in Port Glasgow, The Start-Up Drinks Lab opened in May 2018 with investment support from Scotmid and have since gone on to become crowned Food and Drink Company of the Year at the Made in Scotland awards in the summer.

Now the Start-Up Drinks Lab have launched its range of non-alcoholic sparkling cocktails with its low calorie content and high quality ingredient list; just in time for Christmas.

Made in small batches by a team of less than 12 people, Sparklingly Sober's range includes Nomosa, which will launch in Scotmid.

Using Scottish water, Nomosa blends blood orange, mango and chilli; inspired by a Mimosa and contains less than 64 calories per 330ml serve.

Nomosa is available in 750ml bottles and will be available at all Scotmid stores throughout December and January.

Scotmid Local Sourcing Manager Kirsty George said: "We're

really excited about the introduction of the Sparkingly Sober range into our stores and becoming the exclusive stockists of Nomosa.

“Our friends at The Start-Up Drinks Lab have produced a refreshing range of beverages and we’re thrilled to be able to co-operate with them to bring the Nomosa into our stores.

“We believe our members and customers will appreciate this new and appealing non-alcoholic choice and that these delicious drinks will prove to be very popular around Christmas and New Year.

“The arrival of the Sparkingly Sober range is the latest chapter in our ongoing commitment to supporting local suppliers and we’re looking forward to seeing our customers enjoy another new quality product.”

The Start-Up Drinks Lab’s Co-Founders Hannah Fisher and Craig Strachan said: “We’re delighted to be partnering with Scotmid, who will be the first national retailer to launch the Sparkingly Sober range and have selected our newest flavour, Nomosa, to stock in all of their stores.

“We felt that there was a limited choice of non-alcoholic alternatives available for adults, so our Sparkling Sober range will now provide a refreshing new choice.”

Image caption (left to right): Sparkingly Sober Co-founders Craig Strachan and Hannah Fisher with Scotmid Clarkston Store Manager David Dick