

GLASS HALF FULL

INDEPENDENT,
CHALLENGER DRINKS
PORTFOLIO



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website

Introduction to GHF

We're a brand building agency that represent some of the UK's most exciting challenger drinks brands.

All of our brands are independent, sustainably minded, driven by passion & focussed purely on quality.

We work with top operators & establishments across both the UK on & off-trade to help bring their drinks offering to life .

We do this through bespoke activation, customer events, seasonal serve menus and staff training & development.

Spirits

Nc'nean

Sapling

Two Drifters

Mirabeau

Everleaf

Wine

Coates & Seely

Mirabeau

Beer & Cider

NOAM

Wignac

Softs

Double Dutch

The Pickle House



Wine | Mirabeau

Category leading Provence Rosé producer founded by Stephen and Jeany Cronk in 2010.

Mirabeau have successfully established themselves as one of the pre-eminent Provence Rosé brands with an award-winning range of wines that compete at the highest level.

Quality control and excellence are maintained by working with some of the best vineyards in Provence – this is critical to the winemaking philosophy, and Mirabeau have developed intimate relationships with some of the finest growers in the region.

Domaine Mirabeau was created in 2019 and produced their first La Reserve wines in 2021. These wines were created using regenerative & organic practices. 50% of all profits generated from their Domaine wine, La Reserve, are donated directly to the Regenerative Viticulture Foundation of which Stephen is a founding member.

The range:

- Pure
- Azure
- Belle Année
- Classic
- Forever Summer
- Etoile
- Domaine Mirabeau La Réserve
- La Folie
- Mirabeau Pret-A-Porter Canettes



Mirabeau sales
+102% in 2022 in
the UK



#1 selling Provence
brand in the UK



Conversion of the
vineyard to organic
in 2019 and are
farming using
regenerative
practices



Wine by the glass



Wine | Coates & Seely

Pioneering English Sparkling Wine producer founded in 2007 by Nicholas Coates & Christian Seely.

Based in Hampshire on best in class chalk terroir and bucking the trend of English producers by focusing purely on quality over size of production.

Small scale production (80,000 bottles per annum), drives an exclusive and quality focused sales, marketing & distribution strategy.

Here to bridge the gap between the grower and the Grande Marque, Coates & Seely is quickly establishing itself as one of the leading names in the ever-more exciting English Sparkling Wine category.

The range:

- Rosé NV
- Brut Reserve NV



Coates & Seely sales **+28%** in 2022



Best in Show at Decanter World Wine Awards 2022 with 97 Points



No herbicides or pesticides in viticulture



Wine by the glass



Spirits | Nc'nean

Independent, organic whisky distillery in the west coast of Scotland, founded by Annabel Thomas in 2013.

Founded with a mission to create experimental spirits and pioneer sustainable production, Nc'nean make the biggest impression with the smallest carbon footprint.

Their distillery is powered by 100% renewable energy and have partnered with Highland Carbon to offset any remaining carbon emissions, giving all distillery operations net zero status.

Nc'nean are the silent rebels, quietly revolutionising the whisky industry and challenging its traditions.

The range:

- Organic Single Malt Scotch Whisky
- Botanical Spirit

Verified net zero carbon emissions (scopes 1 and 2)

100% certified organic Scottish barley

100% recycled glass whisky bottle

100% renewable energy powered distillery



Nc'nean sales
+88% in 2022



The 2022 Spirits
Business Distillery
Sustainability Award



Nc'nean is currently
#1 F&B B Corp brand
in the UK



Whisky 6
50ml Nc'nean Whisky
100ml soda water
Lime wedge garnish

[LINK TO SUSTAINABILITY REPORT](#)



Certified



Corporation

Spirits | Sapling

Founded in 2018 by Ed Faulkner and Ivo Devereux, Sapling is a climate positive spirits brand with a mission to put positivity and fun into a more serious sustainability movement.

Sapling Vodka is four times distilled from 100% British non-GMO wheat, which gives a natural sweetness, with hints of lemon and vanilla. Their newly released London Dry Gin is refreshingly zesty with a herbaceous rosemary finish. Both lend themselves perfectly to classic cocktails.

For every bottle of Sapling sold, one tree is planted to help tackle climate change through reforestation. To date they have planted over 100,000 trees.

With an innovative 'house pour' 5L Eco-Box recently added to the range, which reduces the carbon footprint of each 70cl by 25%, Sapling continue to lead the narrative on sustainability in the drinks industry.

The range:

- **Climate Positive Vodka 70cl & 5L Eco-Box**
- **Climate Positive Gin 70cl & 5L Eco-Box**

Certified B CORP with a high score of 111.7.

This footprint is offset through tree planting and agricultural-based carbon credits. 5L eco-box reduces carbon footprint by 37%



Sapling sales
+290% in 2022



GQ magazine **Best
Vodkas in the World**



1x tree planted for
every bottle sold.
Each tree can be
tracked by a unique
code on the lid.



Sapling Martini
60ml Sapling
15ml Dry British
Vermouth
Lemon twist garnish

[LINK TO SUSTAINABILITY REPORT](#)



Spirits | Two Drifters

Carbon negative British Rum brand, founded by Russ and Gemma Wakeham in 2019, on a mission to produce the best rums without harming the planet.

At the core of Two Drifters is the constant desire to improve. To strive for perfection in our rums, to constantly search out and implement new or improved sustainable technologies, to inspire others to be more sustainable.

Every decision Two Drifters make takes into account the environmental impact of their Rum production. To offset any CO2 produced, Two Drifters partner with Climeworks who are experts in carbon capture. Two Drifters also partner with Carbfix, who turn the captured CO2 into stone and store it underground.

Proudly fermented, distilled & aged in Devon, Two Drifters are leading the way in a new era for British Rum with four unique, powerful and complex expressions:

The range:

- Signature Rum
- Lightly Spiced Rum
- Pure White Rum
- Overproof Pineapple Spiced Rum

Below is an industry first Environmental Product Declaration (EPD). An EPD tells the lifecycle story of a product in a single, comprehensive report. It quantifiably demonstrates the environmental impacts of our Lightly Spiced Rum.



Two Drifters sales
+564% in 2022



Winners of 2022 UK
Rum distillery
of the year



Through their 360
process **Two Drifters**
avoid **1.6kg of CO2**
from entering the
worlds atmosphere



Grapefruit Daiquiri
50ml Pure White Rum
20ml Lime
35ml Fresh Grapefruit
Juice 15ml
Simple Syrup

[LINK TO SUSTAINABILITY REPORT](#)



great
taste
2021



CARBON APPROVED

Spirits | Mirabeau Gin

Mirabeau's first venture into the world of spirits, this Dry Rosé Gin is true to gin, true to Provence and true to Mirabeau.

Made using 100% grape-based neutral spirit upcycled from leftover grape skins, this is a unique and complex gin full of character.

Beautiful pale pink Dry Gin was inspired by the abundance of botanicals growing wild on our wine estate near Saint Tropez and living in an area steeped in the history of world-famous perfume trade, we set out on a new journey to create a truly unique and original gin.

The range:

- **Mirabeau Dry Rosé Gin 70cL**
- **Mirabeau Dry Rosé Gin 20cL**
- **Mirabeau Dry Rosé Gin & Tonic Canned**



Mirabeau sales
+102% in 2022 in the
UK



Gold Medal at **Gin of
the Year 2022**



1st Provence Rosé to
achieve B Corp
certification



Rosé Negroni
30ml Mirabeau Gin
30ml Campari
30ml Sweet Vermouth



Spirits | Everleaf

Non-alcoholic aperitifs founded by Paul Mathew in 2019 having spent 10 years as a conservation biologist and mixologist.

Paul found that by working with nature's elements, he was able to create non-alcoholic drinks which had the same depth of flavour, complexity and mouthfeel as their alcoholic counterparts.

Everleaf is created from an understanding of the plants, their flavours and the biomes in which they're grown.

Each variant is drawn from a different biome. All are grown sustainably and only cultivated botanicals are used; examples include vanilla from Madagascar, hand-picked saffron, vetiver from Haiti and Sakura from Japan.

The range:

- Mountain
- Forest
- Marine



Everleaf sales
+564% in 2022



Double Great Taste
Award winning



Each botanical
in Everleaf is
sustainably sourced*



Everleaf Spritz
50ml Everleaf spirit
100ml Light Tonic
Fruit garnish

[LINK TO SUSTAINABILITY REPORT](#)



Softs | Double Dutch

Innovative mixer brand championing flavour, founded by Dutch twins Joyce & Raissa de Haas in 2015.

Founded with a mission to create unpredictable flavour combinations, Double Dutch use no artificial flavours, colours or preservatives, keeping their drinks low in sugar.

Double Dutch are operationally carbon neutral and partner with the Too Good To Go food and drink app to reduce waste.

The range:

- Cucumber & Watermelon
- Pomegranate & Basil
- Cranberry & Ginger
- Pink Grapefruit
- Lemonade
- Double Lemon
- Indian Tonic
- Skinny Tonic
- Ginger Ale
- Ginger Beer
- Soda Water



Double Dutch sales
+117% in 2022



The Spirits Business
Overall Mixer Taste
Winner 2022



Operationally carbon
neutral



Flavoured mixers
paired with spirits



Softs | The Pickle House

A premium, young and exciting brand producing award-winning Spiced Tomato Mix and Pickle Juice.

Founded by Florence Cherruault in 2014, The Pickle House is leading the new generation of mixes in the market.

The Pickle House offers convenience, quality and reliability, as well as great added health benefits and a substantial cost benefit.

Their signature Picklebacks (Whisky followed by a shot of Pickle Juice), Virgin and Bloody Marys are top of the range.

The range:

- Spiced Tomato Mix
- Pickle Juice

Vegan

All natural ingredients

All recyclable materials

UK production



The Pickle House sales **91%** in 2022



96 and a gold medal at IWSC Awards 2022 (highest ever for a tomato mix)



Sourcing and buying our ingredients **from producers locally**



Bloody Mary (just add vodka) or Virgin Mary.



"Tomato, horseradish, celery, spice, fresh cracked pepper and tomato juice aroma and flavour characteristics with a nice amount of heat. Great texture and warmth on the palate with an overall well-balanced profile. Impressed."



Beer | Noam

Innovative and delicious Bavarian Lager, founded by Daniel Noah Sheikh.

Noam has been developed in homage to the great Bavarian lager. Collaborating with one of the world's most innovative brewing laboratories, NOAM brings the values behind traditional Bavarian craftsmanship into the 21st century.

NOAM is a light, refreshing lager beer with a distinguished mild taste. It is characterised by the floral and savoury flavours of the delicate "smaragd" hop fused with a signature herbal base note.

This lager is composed of the finest ingredients, locally sourced from the valleys of Hallertau, the world's most precious hop-growing region

The range:

- **Noam Lager 5.2%**



NOAM sales
+380% in 2022



Best beer award
"Best Lager Beer"



100% locally sourced
from the famous
Hallertau



NOAM served
ice cold



Cider | Wignac

Wignac (pronounced 'Vin-yak') is an award-winning, natural and organic cider produced in the Ardennes region of Northern France.

Here to bring a breath of fresh air to the cider market, Wignac is bucking the previous trends in the cider category by focusing on quality, provenance and authenticity.

The range:

- **Le Lièvre 'The Dandy Hare' - Natural cider**
- **Le Goupil 'The Gypsy Fox' - Rosé cider**
- **La Lady Squirrel - Non-alcoholic cider**

Active beehives are used to pollinate the orchards

Birds are kept to regulate insects

Orchards are grazed by animals, providing natural fertilizer

No sulphates, no added sugar, no added anything. 100% pure fruit juice



Wignac sales
+123% in 2022



International Cider
Challenge Silver
Award

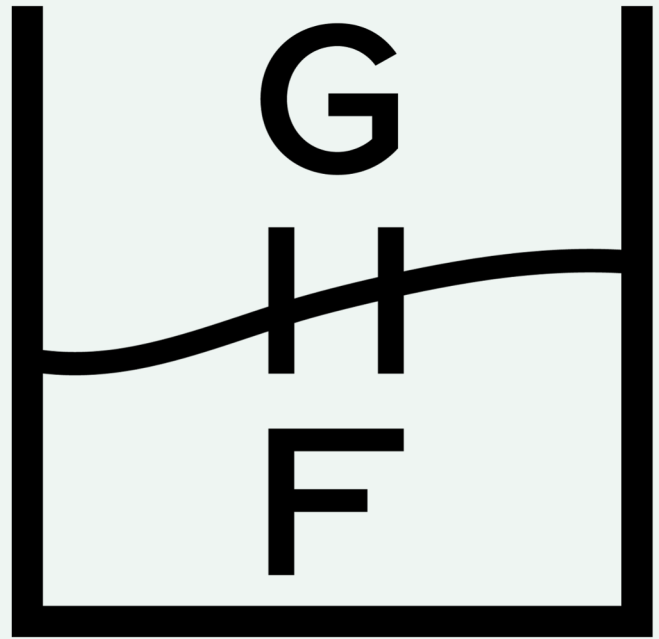


100% Organic
and sulphite free.



Wignac served
ice cold





GLASS HALF FULL

PUTTING OPTIMISM INTO EVERY DROP

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website

