

LUCKY SAINT

ALCOHOL FREE SUPERIOR UNFILTERED LAGER

Breaking Rules. Honouring Traditions.

Our Mission to Elevate Alcohol-Free

MAY 2023





OUR MISSION

To elevate the alcohol-free category



OUR STORY



‘Lucky Saint’

Saint: a nod to virtuosity

Lucky: derived from hard work required





In 4 years, Lucky Saint has
become the UK's No 1 dedicated
alcohol-free beer brand



FOCUS ON QUALITY BEER

Golden in colour, *holy in flavour.*

A smooth, alcohol-free lager with a golden haze and heavenly white head.



4 natural
Ingredients.
*No flavourings.
No additives.*



We leave our beer
unfiltered for
*maximum flavour
without the alcohol.*



6 week brewing
process, great
beer takes the
patience of a Saint.





'Jaw droppingly good.'

MAIL ONLINE



'Blazing a trail for alcohol-free beers.'

THE DRINKS REPORT



'The best alcohol-free beer going.'

TIMEOUT

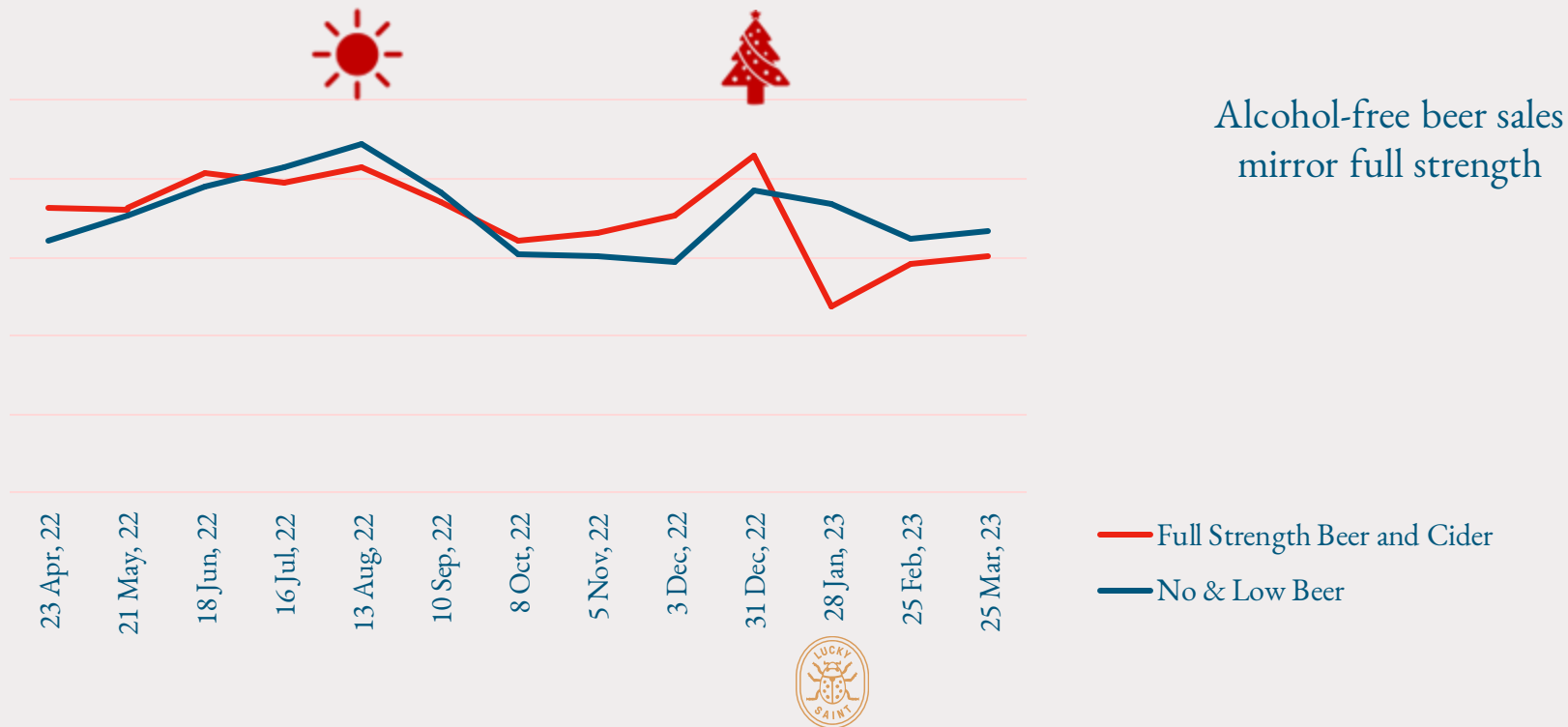


ALCOHOL-FREE HAS A PLACE IN EVERY OCCASION



MODERATION ISN'T JUST FOR DRY JANUARY...

IT'S FOR CHRISTMAS - AND THE REST OF THE YEAR



THE POWER OF THE MODERATOR



1 IN 3

Pub visits are now
alcobol-free



47%

‘Having a quality
alcohol-free beer on
draught *is very*
important when
choosing a venue’



67%

‘When I choose the
venue, I *typically*
bring 2-4 friends’



58%

‘If there’s a quality
alcohol-free on
draught, I’m *very*
likely to join in on
rounds’





BUILDING AN ICONIC BRAND

2023 SO FAR – FOCUS ON AWARENESS



STRAVA™

926,000 consumers reach



BRIGHTON MARATHON TAKE OVER

11k sampled

Jan

DRY JANUARY CAMPAIGN

52% of Londoners

>150m impressions

THE LUCKY SAINT PUB OPENS

Feb



Mar



Apr

The Grocer



The Grocer's
'Big Interview'





PIONEERING THE DRAUGHT OCCASION

Charlie, Our Draught Quality Technician

DRAUGHT WILL SPEARHEAD CATEGORY GROWTH

90%

Drink 2 or more alcohol free beers

1/3rd drink 3+

x9.5

ROS uplift from switching from packaged to draught

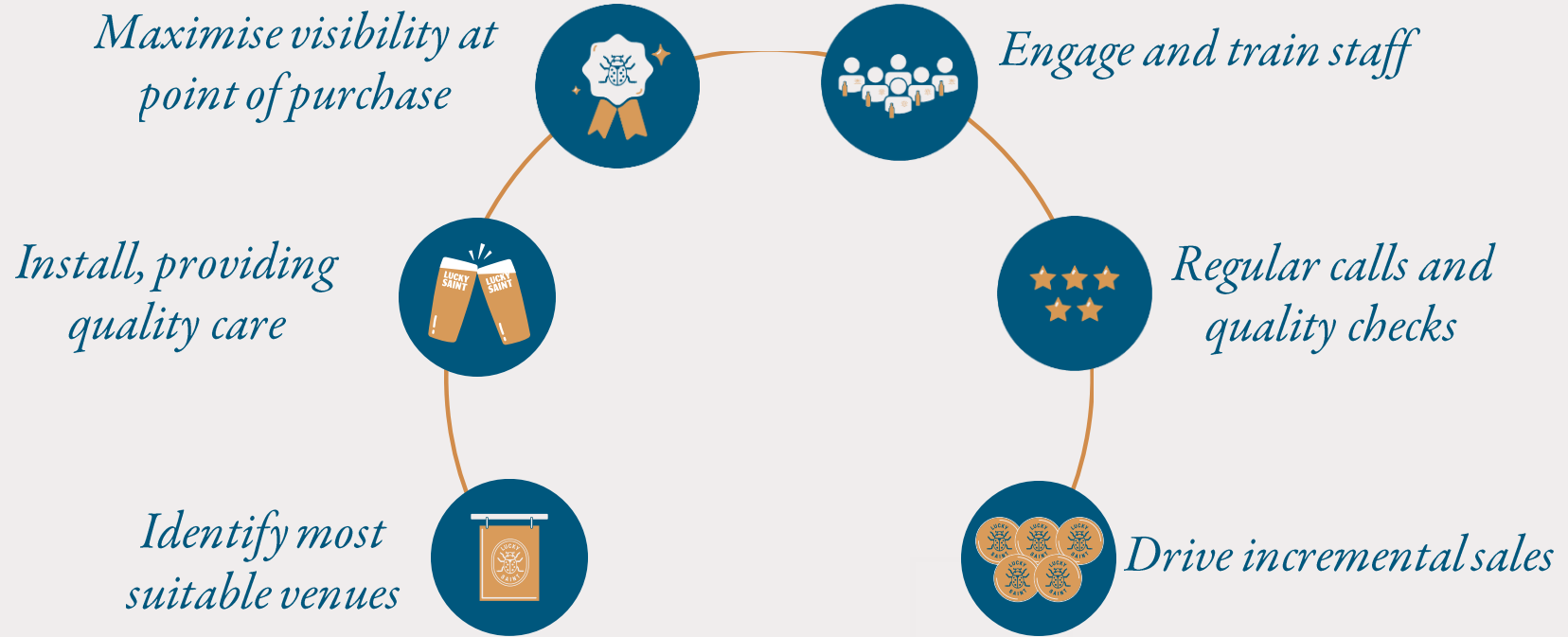
91%

Of total No and Low beer sales - are *lager*

Source: (1) Attest Customer Survey 22, (2) Lucky Saint Sales Data 23, (3) BBPA annual barrelage survey 2020



HOW WE UNLOCK THE DRAUGHT OPPORTUNITY



COME AND SAY HELLO



Emma Heal
MD



Aaron Duffett
On-Trade Director



Will Snowden
National Account Controller



The LUCKY SAINT – A PUB FOR OUR TIMES



FANCY A PINT?

LUCKYSAIN.T.CO - 'TAP MAP'

Find Lucky Saint On Tap

luckysaint.co/pages/find-lucky-saint-on-draught

To Do TLS Samples Sacha The Big Interview... BCorp 2023 Net Revenue Char... Other Bookmarks

Find *Lucky Saint* on tap

CREATE ACCOUNT | SIGN IN

BEER OUR STORY OUR PUB

LUCKY SAINT

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ENTER A LOCATION

SEARCH

The Lyttelton Arms

1 Camden High St, Greater,
London NW1 7JE

GET DIRECTIONS

VIEW ON MAP

The Magdala

2A S Hill Park, London NW3
2SB

GET DIRECTIONS

VIEW ON MAP

The Lucky Saint Pub

58 Devonshire St, London W1W 5EA

PUB@LUCKYSAIN.T.CO

WEBSITE

GET DIRECTIONS

TRY OUR BEER:

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