



## BRAND AUDIT //

# Functional Drinks Brands Audit

No longer a new phenomenon, the last few years have seen an explosion of new brands into the functional drinks space. Expected to be the fastest growing sub-group in the global beverage market — a market predicted by Euromonitor International to reach \$1 trillion in 2022 — the category shows no signs of slowing down.

From mind-enhancing mushroom beer to endorphin drinks designed to release feelings of pleasure, in this audit we examine the wide and varied world of functional drinks.

[www.wearewonderworks.com](http://www.wearewonderworks.com)



## HIGHLIGHTS //

**Edi**  
EST 2020

THREE  SPIRIT

OTO™

  
THE NAKED  
COLLECTIVE

AUDIT //

## Edi

Edi is the world's first global laboratory dedicated to distilled endorphin spirits.

Working across borders, it innovates, distills and legally deals in a new category of alcohol-free premium spirits.

Edi takes natural endorphin ingredients, and extract their specific effects and flavours using breakthrough new distillation processes.

[www.edispirits.com](http://www.edispirits.com)

**Edi**  
EST 2020





**HEMP** // A variety of Cannabis Sativa. Edi takes real hemp plants and extracts their terpenes; fundamental building block of flavour.

**CBD** // Cannabidiol, an active ingredient of Cannabis that's legal, safe and not psychoactive.

AUDIT //

## Fungtn

Fungtn is the first premium alcohol free beer range traditionally brewed with functional mushrooms. Super food mushrooms used to support a healthy lifestyle for thousands of years.

A natural solution to the daily stresses of modern life. Fungtn wanted to go past just removing the alcohol for a more mindful beer and create positive wellness to try and help support natural balance in our hectic, modern world.

[www.fungtn.com](http://www.fungtn.com)

# FUNGTN





**GLUTEN FREE** // Natural enzyme during the brewing process to break down the gluten to less than 10 parts per million. Keeping all the grain flavour without the pesky gluten block of flavour.

**MEDICINAL MUSHROOMS** // They have been used in traditional medicines for thousands of years for all round good health.

AUDIT //

## Three Spirit

After years spent in libraries, labs, bars and fields, the team behind Three Spirit created plant-based alternatives to alcohol that celebrate what you put into a drink, rather than what you take out.

Alchemy is a celebration of what goes into a drink. It's at the heart of everything Three Spirit does; from the plants used to combine the drinks, to the blending of minds and different expertise of the people who make them.

[www.threespiritdrinks.com](http://www.threespiritdrinks.com)





**TASTE** // Livener is fresh and fiery, with green floral notes and rich tannins. Bittersweet, rich, and complex flavours fill Social Elixir. Nightcap warms with bright spice, and a smooth finish.





**BLURRED VINES** // Created by winemakers & plant scientists for new rituals beyond alcohol, Blurred Vines is Three Spirit's alt wines. Using functional ingredients, ethically sourced plants, and innovative fermentation methods, Three Spirit brings us drinks for celebration.

AUDIT //

## BonBuz

Here to electrify drinking culture, BonBuz's active ingredients heighten senses and boost peoples mood transporting you to a deeper mind-body experience. Tune in to your inner wildness and social hype minus the toxic additives and hangovers.

The function-first approach exists for a better headbuz. With its super fresh and vibrantly bold palates, BonBuz promises your taste buds will tingle.

[www.bonbuz.com](http://www.bonbuz.com)





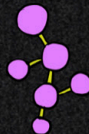
**STIMULANTS** // Designed to stimulate the mind, shift your mood and connect more deeply.



## be one smart cookie

### nootropics

compounds, like 5-htp + natural caffeine from green tea that provide brain boosting benefits enhancing mental clarity, creativity and motivation.



## get hyped

### amino acids

l-tyrosine, used in every cell of your body to build the proteins you need to survive and sustain bountiful energy levels



## bye bye bad vibes

### adaptogens

the healing herbs like pyridoxine- hcl, a vitamin-b6; ginger root + rhodiola rosea help expand your mind and body's natural ability to handle stress + fatigue

AUDIT //

## *The Naked Collective*

Powered by plants, people and purpose, The Naked Collective is a carbon neutral beverage company, founded in Ireland.

It is committed to creating healthy, functional drinks to improve the health and wellbeing of the world's consumers, communities and planet. From the ingredients to the process, The Naked Collective is committed to showing you what goes into every product it makes.

Its aim is to be the most transparent beverage company in the world.

[www.thenakedcollective.com](http://www.thenakedcollective.com)



THE NAKED  
COLLECTIVE





THE NAKED COLLECTIVE



**MUDE** // Range of natural, sparkling beverages with organic botanicals.



**SO-BEER** // A non-alcoholic light lager with built-in immune support.








**CARBON NEUTRAL** // The Naked Collective has an ambition to build a completely transparent reputation as a leader in environmental and social sustainability. In other words - don't mess with our planet!

**FUNCTIONAL DRINKS** // Healthy, functional drinks to improve the health and wellbeing of the world's consumers.



 <p>Immune Health</p> <p>Active Ingredients:</p> <ul style="list-style-type: none"> <li>• Deep Ocean Mineral Salts</li> </ul> <p>Mango &amp; Grapefruit</p>	 <p>Relaxation</p> <p>Active Ingredients:</p> <ul style="list-style-type: none"> <li>• Ashwagandha</li> <li>• Chamomile</li> </ul> <p>Mixed Berry</p>	 <p>Deep Sleep</p> <p>Active Ingredients:</p> <ul style="list-style-type: none"> <li>• Valerian Root</li> <li>• Chamomile</li> </ul> <p>Elderflower</p>
<p><b>MUDE PROTECT</b></p> <p>Deep Ocean Minerals and Beta Glucan provide a natural boost to your immune health</p>	<p><b>MUDE CHILL</b></p> <p>A calming blend of Ashwagandha and Chamomile helps your body to manage stress, reduces anxiety and helps you to unwind</p>	<p><b>MUDE SLEEP</b></p> <p>Chamomile and Valerian Root help you to unwind, reduce anxiety and improve the quality of your sleep</p>

### Benefits Of Mude

 <p><b>Low Sugar</b></p> <p>Less than 6g of sugar per can</p>	 <p><b>Low Calorie</b></p> <p>Only 40 calories per can</p>	 <p><b>Carbon Neutral</b></p> <p>We're committed to offsetting our emissions and supporting offset initiative.</p>	 <p><b>Gluten Free</b></p> <p>Our drinks are made with gluten free barley</p>	 <p><b>Vegan</b></p> <p>No animals are harmed in our world. All of our products are vegan friendly.</p>
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### WHY YOU'LL LOVE IT



LOW SUGAR

Less than 7g of sugar per can.



LOW CALORIE

Only 40 calories per can.



CARBON NEUTRAL

We're committed to offsetting our emissions and supporting offset initiatives.



VEGAN

No animals are harmed in our world. All our products are vegan friendly.

**HEALTH** // Non-alcoholic light lager which improves general immune health and combats the effects of stress.

AUDIT //

## *Kin Euphorics*

Kin transforms the world's oldest social ritual, drinking, into a thoughtful act of taking better care of ourselves. Kin is a daily braincare ritual designed to help you connect to your center and find better balance.

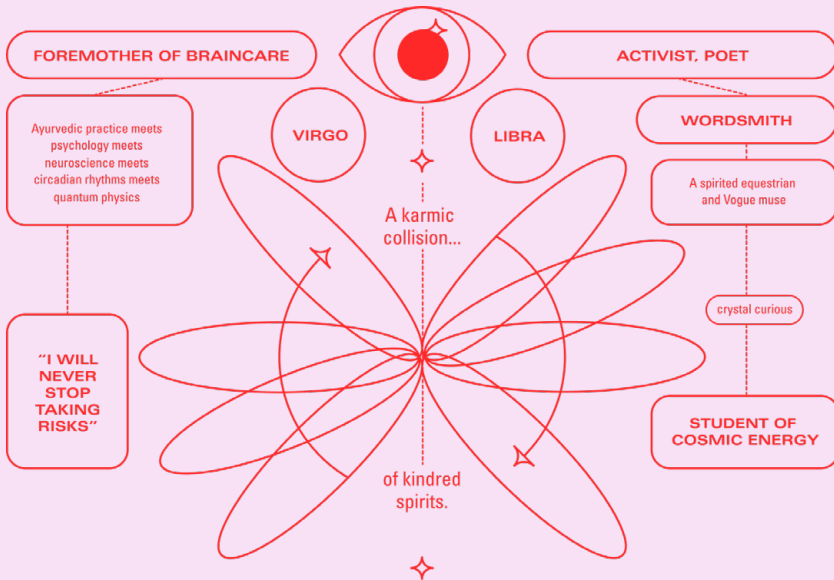
Kin Euphorics was born from the minds of spirited creators, fearless mixologists, and lifelong learners. Individuals devoted to the betterment of all kind.

[www.kineuphorics.com](http://www.kineuphorics.com)

 Kin  
EUPHORICS™



**KIN CLASSIC** // Pour Kin High Rhode over ice in a highball glass. Add lime juice and stir for 10 seconds. Add a scoop of fresh ice and top with tonic. Serve with a lime wheel and optional edible flower.



**FEEL YOURSELF** // 5-HTP elevates serotonin to enhance your inner strength and charms and nurtures neurotransmitters.

AUDIT //

## Recess

We all have too many tabs open in our browsers and in our brains. That's why Recess was born: to "create a moment in your day where you can actually think about the things that matter."

Recess offers its CBD-infused drink in six delectable, low-sugar, low-calorie flavors, all of which are crafted with real fruit and functional herbs.

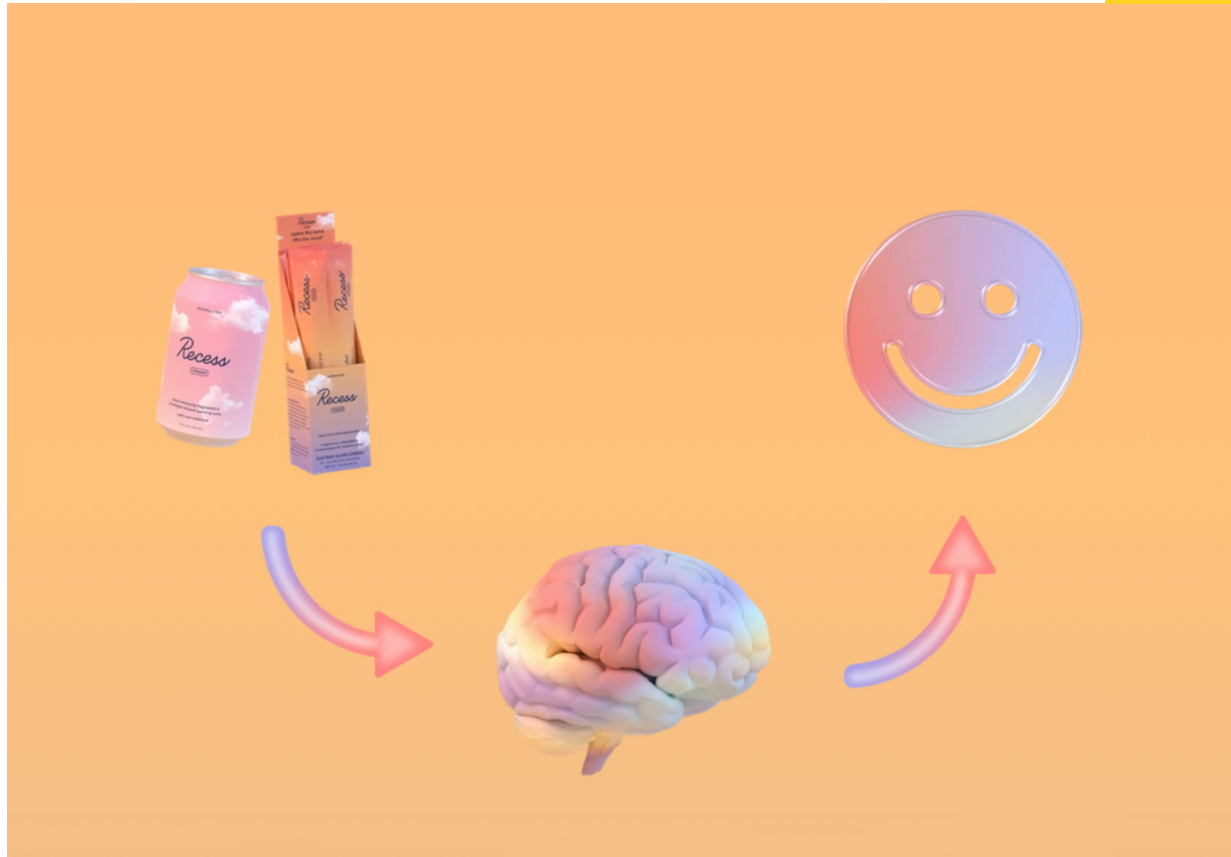
[www.takearecess.com](http://www.takearecess.com)

# Recess





**CALMING** // Help you feel calm cool collected despite the stressful world around you.





10% off all drinks with code: DRYFORJAN

Recess

shop

subscribe & save

login



# zero-proof "margarita"

hemp and adaptogen infused sparkling mocktail

flavor

zero-proof "margarita" ▾

pack size

8 pack

quantity

- 1 +

**SOLD OUT**



AUDIT //

## *Curious Elixirs*

Curious Elixirs are booze-free craft cocktails, infused with adaptogens to help you unwind. The beverages are handmade with the best ingredients and no refined sugar.

Curious Elixirs was created because the founders believe non-alcoholic drinks should be unusually delicious, well-crafted, and good for bodies and souls. So the team behind Curious Elixirs began a mission to serve up the world's best booze-free craft cocktails.

Curious Elixirs is ready-to-drink, no mixer needed. Each elixir is best enjoyed chilled and garnished, so pop those bottles in the fridge when you receive your box.

[www.curiouselixirs.com](http://www.curiouselixirs.com)

**CURIOUS**  
ELIXIRS







**NO. 1** // Beautifully bitter booze-free pomegranate cocktail inspired by the Negroni, infused with rhodiola to lift you.



**NO. 2** // A spicy pineapple margarita meets the smoldering ginger and lime Dark and Stormy, infused with damiana to help you unwind.



**NO. 3** // A beautiful booze-free blend of lemon, cucumber, alpine flowers, herbs, and ashwagandha to help you de-stress.



**NO. 4** // Italian classic gets a lift with American ginseng, the delicate fizz of non-alcoholic prosecco, plus tulsi and turmeric to help you unwind.



**NO. 5** // Smoked cherry chocolate old fashioned infused with elderberry and ginger for immunity and shatavari to restore balance.



**NO. 6** // Cream of coconut, pineapple, citrus, oat milk, and chicory root with lemon balm and nutmeg to help you unwind. Aloe and neroli for a beauty boost.



**NO. 7** // Booze-free champagne cocktail with elderflower and lavender to help you unwind.

AUDIT //

## Trip

TRIP was created to share a bit of calm in the everyday chaos. CBD experiences that are just as enjoyable to taste as the feeling after. Products with amazing flavour that leave you more productive, less stressed and more you.

Deliciously refreshing, lightly sparkling and infused with natural adaptogens for stress-free sipping.

[www.drink-trip.com](http://www.drink-trip.com)

# TRIP





**OPTIMAL BALANCE** // CBD interacts with a network of cells in your body called the ECS (Endocannabinoid system). ECS plays a crucial role in regulating the body's optimal balance, including our stress, sleep, immune system, pain and inflammation.



AUDIT //

## Ritual Zero Proof

It took hundreds of iterations to perfect Ritual Zero Proof's recipes. The founders learned how to blend jambu and prickly ash, how to extract the essence of blue agave, reduce the oil in juniper, and heighten the perfume of pine.

They sought guidance from master chefs and held tasting sessions for Chicago's best bartenders. The result is a spirit alternative that delivers the flavour and experience of the original, without the alcohol.

[www.ritualzeroproof.com](http://www.ritualzeroproof.com)

**RITUAL**  
ZERO PROOF®







**ALL-NATURAL** // Ritual isn't an or — it's an and. Celebrate tonight and crush your morning workout. Do a dry month and enjoy your evening cocktail. Drink traditional liquor and choose Ritual when you just want the experience. With balance, you can have more of everything.

## KEY CONTACTS

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