

# An Introduction to Non-Alcohol Adult Beverages (NAAB)



## What are NAABs?

NAABs (Non-Alcohol Adult Beverages) are drinks designed to look, feel, and taste like traditional beverage alcohol but with one big catch... **they do not have the alcohol** (or are under 0.5%).

These drinks are made for all shopper occasions (19+) like celebrating, socializing, or simply enjoying a flavourful beverage without the effects of beverage alcohol.

## Why Now?

- NSLC Shoppers are interested NAAB products.
- The NAAB category is quickly growing across Canada
- The introduction of NAABs will improve the access to products Nova Scotians enjoy.

## How are Non-Alcohol Adult Beverages Made?

There are two main ways to make a NAAB and each way affects the final taste and profile of the products.

### **Dealcoholization:**

Starts with a regular alcohol beverage, then removes the alcohol with special equipment. There are 3 main ways to dealcoholize beverages:

1. **Vacuum Distillation:** gently heats the product to remove alcohol without damaging aromas.
2. **Reverse Osmosis:** Filters alcohol and water out and then water is added back in at the end.
3. **Spinning Cone Column:** Separates and then recombines aroma compounds with the non-alcohol base.

What's the flavour impact? Dealcoholization allows flavour to stay closest to the original and they retain their complexity, mouthfeel, and aroma.



**Limited Fermentation:**

Uses special yeast or halt fermentation early to prevent alcohol from forming. This is most common in light beer and malt-based beverages.

What's the flavour impact? Typically lighter and less complex in style but holds the familiar flavours our shoppers are looking for.

## Have Questions?

For questions, please reach out to the Agency Store Network Team.



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