

# Mindful drinking is new trend among millennials

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The Club Soda festival welcomed 2,500 "mindful" drinkers to southeast London to sample alcohol-free drinks  
VOIST

We may have known that the younger generation was turning its back on heavy drinking, but not quite how seriously they were taking it.

Mindful drinking, a modern-day temperance movement, is becoming increasingly fashionable among millennials who are looking to moderate their alcohol intake, embrace periods of sobriety or even become fully teetotal. After the growing success of Dry January, the month-long abstinence campaign launched by Alcohol Concern in 2013, other networks have sprung up such as One Year No Beer and Club Soda to champion the mindful drinking movement.

#### TEMPERANCE TIPPLES

- ◆ **Seedlip and tonic** a non-alcoholic spirit made from herbs, spices, fruit peel and bark
- ◆ **Lemonade daiquiri** sugar and lime juice, Square Root lemonade, crushed ice, thyme
- ◆ **"Pimms"** 1 tbps balsamic vinegar (or raspberry cordial), diet lemonade, chopped summer fruits, mint
- ◆ **Pink hotpants cocktail** Pimento ginger beer, sparkling water, grapefruit syrup and juice, sprig of mint  
*Source: Club Soda*

Last weekend Club Soda hosted Britain's first mindful drinking festival, attracting 500 people to Bermondsey, in fashionably edgy southeast London, to sample alcohol-free cocktails, craft beers and exotic teas and listen to live music.

The Big Drop Brewing Co, an alcohol-free brewery, launched two new brands alongside about 20 no-alcohol craft beers on sale. Heineken brought its master brewer from Holland to explain its new alcohol-free lager, called 0.0. They were among 50 zero-alcohol beers, wines, ciders, mixers and premium soft drinks.

Club Soda was founded two years ago by Laura Willoughby, 43, after she gave up drinking in 2012 and became frustrated at a lack of support for those who wanted to cut down. The group now has 10,000 members and organises social events and runs advice courses for young people, those keen on sport, pregnant women and older members who feel they drink too much.

"What we see is a distinct trend towards people proactively changing their drinking habits but also seeking out alternative drinks that are healthier, lower in sugar and what we would call 'sippable'," Ms Willoughby said.

Laurie McAllister, 26, who works in marketing, took a break from drinking in 2015 while training for a marathon, and quit completely eight months ago. "I know so many people who don't drink it has almost normalised it for me," she said. The Office for National Statistics says the proportion of teetotallers aged 16-24 has risen from 18.7 to 20.9 per cent since 2006.