

LUCKY SAINT

ALCOHOL FREE SUPERIOR UNFILTERED LAGER

Breaking Rules. Honouring Traditions.

SEPTEMBER 2023





LUCKY SAINT

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In 5 years, Lucky Saint has
become the UK's No 1 dedicated
alcohol-free beer brand



OUR AMBITION

Build the world's defining alcohol-free brand



global

THOU SHALT NOT, NOT DRINK.



LUCKY SAINT

ALCOHOL FREE The Official Beer of  DRY JANUARY
by alcoholchange.org

Certified

LUCKYSANT.CO 0.0% ABV



Victoria line
Southbound

- Highbury & St. Pancras
- Euston
- Warren Street
- Oxford Circus
- Green Park
- Victoria
- Pimlico
- Vauxhall
- Stockwell
- Brixton

BUILDING AN ICONIC BRAND

THE LUCKY SAINT MANIFESTO



OUR BELIEF

The greatest reward of drinking is the social connection.

OUR PURPOSE

Inspire the world to drink better.

OUR AMBITION

Build the world's defining alcohol-free brand.

OUR CALL TO ARMS

Break rules, honour traditions.



WE LIVE BY OUR VALUES

BE GENEROUS



Be Generous

STAY HUMBLE



Stay Humble

GET LUCKY



Get Lucky

WE WORK BY OUR MANTRAS

DO THE RIGHT THING WELL



*Do the right
thing, well*

FIND THE DEVIL IN THE DETAIL



*Find the devil
in the detail*

MAKE SUSTAINABILITY SECOND NATURE



*Make sustainability
second nature*



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.



THE PYRAMID OF INFLUENCE

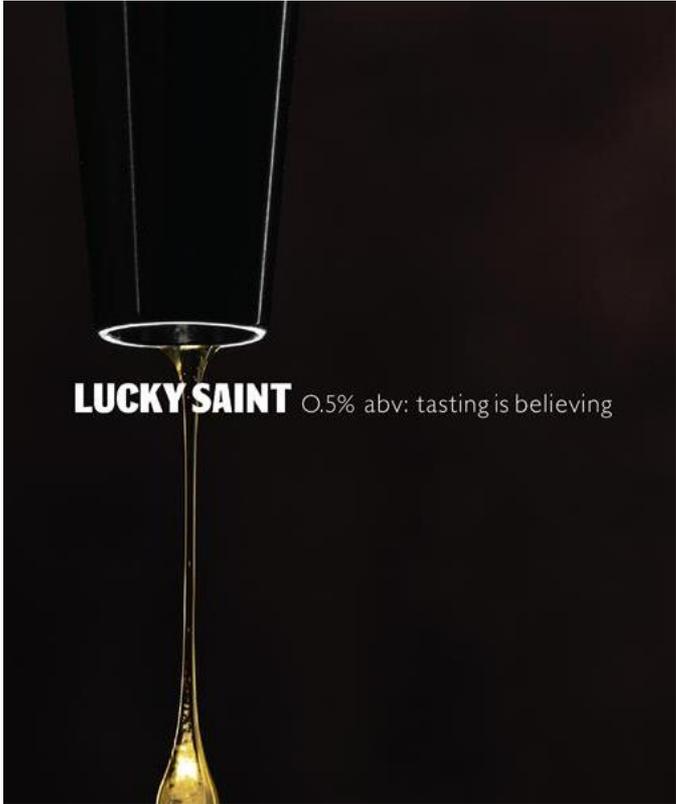
Influential accounts



Mass Distribution



CREATIVE EVOLUTION



2020



2022



2023

THE LUCKY SAINT – A PUB FOR OUR TIMES



THE LAST 12 MONTHS



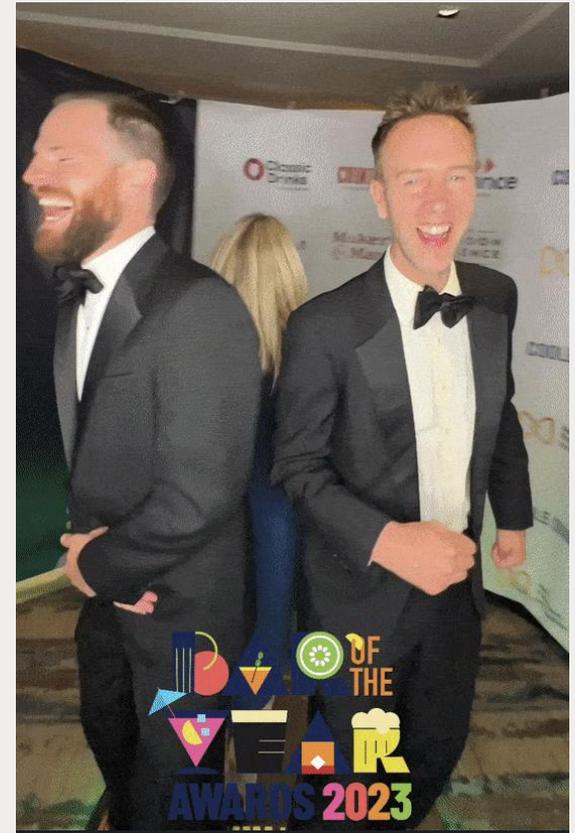
Certified



Corporation



WE'VE ARRIVED IN IRELAND



THE
SHELBOURNE

dede
AT THE CUSTOMS HOUSE

LA ROUSSE
FOODS

unify.

SPREZZATURA

LOTT'S
& CO

TESCO
IRELAND

DUNNES
STORES

EST. 1961 FOOD SERVICE | CASH & CARRY
ELLIOTTS
We deliver On Service, On Value & On Time

fresh
THE GOOD FOOD MARKET

Irish Independent 



ZERO IS A NEW HERO IN DRINKS INDUSTRY

● Excitement is brewing over the 'huge opportunity' of the growing Irish market for alcohol-free beer

Sean Pollock



It stands to reason that many attendees of the Bar of the Year 2023 Awards in Dublin might have emerged the following morning with a hangover, but two people who definitely escaped that fate were Luke Boase and Emma Heal.

The pair stuck to their guns by consuming their UK-based alcohol-free brand, Lucky Saint. Besides the duo enjoying the event socially, it offered essential business insights into the Irish market ahead of their brand's launch here. "Talking to everyone

at the awards, pubicans are gaining through huge amounts of alcohol-free beer already," says Lucky Saint managing director Heal. "Ireland has such a limited range but huge demand."

"I also believe in the power of the moderator," she says, describing a person in a group who might not want to drink alcohol. "They often choose where to go. It is kind of like the vegan a decade ago,

they would decide what restaurant to go to. The moderator is really powerful in the UK, and that is happening in Ireland."

The brand has big ambitions for the Irish market. "The Irish market is our first outside the UK. This is the most fun bit - winning listings and accounts and building those relationships," says founder Boase.

"There is a trend for moderation. We know one in three people in Ireland will try no and low-alcohol products in the next year," adds Heal.

"There is also low market penetration. Only 15pc of beer sales here are no-and-low, so there is a huge opportunity. If you compare that to Sweden at 17pc, Spain at 10pc and the likes of France and Germany - also in the double digits - the opportunity is growing fast."

It is clear to see why Lucky Saint has decided now is the time to take a punt on the Irish market.

Since Boase launched the company in 2018, it has won listings in 4,000 major supermarkets and 6,000 hospitality venues and has grown the team from six during Covid to 60 now. It has also raised a total of £7m (£0.8m), attracting backing from JanJar Investments, the fund set up by the founders of Innocent Smoothies. Boase and Heal now plan to bring that success to Ireland.

Lucky Saint said no-and-low beer volumes in the Irish market had tripled between 2017 and 2021. Heal,

CHEERS



luke@luckysaint.co
james@luckysaint.co

