

ABSTRACT

to the Thesis by Matěj Dušek

Present and future of low and non-alcoholic wines and spirits, with focus on the Czech Republic

Objective of the thesis

The objective of this thesis is to assess current situation and suggest possible future development of the segment of low and non-alcoholic wines and spirits. It will explain the production methods, evaluate the brands and their marketing strategies and explore closer the global market and especially the situation in the Czech Republic and its potential future.

Motivation

I have chosen this topic because nowadays many of us are thinking more about our life-style and its consequences. Healthier eating and drinking are the top priority for many of us. Not only due to this fact the demand for low and non-alcoholic wines and spirits is growing, therefore its production and sales increase. It is an interesting topic for me both professionally and personally since about 8 years ago when I was asked about these drinks within my bar-tender and sommelier work, especially by pregnant or de-tox and diets taking female customers.

Methodology

I have researched mainly online as it is the easiest and often the only way to get the specialized and professional magazines in the Czech Republic. I have also personally ordered some of the non-alcoholic products online and tasted various types of those.

For my online research I have used the CAWI method - Computer Assisted Web Interview, on the free online platform Google Forms.

Content

The following sections of my work take a look at both sides of the argument between drinking alcoholic beverages and choosing to drink low and non alcoholic wines and spirits. I would like to describe the trends in consumption of alcohol globally, focusing on the markets of the UK and the Czech Republic. I would also like to explain the terms and legal requirements of this topic.

Section 1 – Introduction

- Description of low and non-alcoholic wines
- Description of low and non-alcoholic spirits
- Main reasons for production and consumption of low and non-alcoholic wines and spirits
- Health issues

Section 2 – Current situation and trends

- Current situation in production
- Current statistics of consumption
- Most important markets worldwide
- Situation on the Czech market
- Up-coming trends in the segment

Section 3 – Methods of production and main brands of low and non-alcoholic wines

- Main methods of production of no and low alcohol wines – description of different ways of de-alcoholization of wine by vacuum distillation, reverse osmosis, filtrations, use of spinning cone columns etc.
- Main brands of low and non-alcoholic wines – most important brands

Section 4 – Methods of production and main brands of low and non-alcoholic spirits

- Main methods of production of no and low alcohol spirits - description of different ways of production of spirits with low or no alcohol content
- Main brands of low and non-alcoholic spirits – most important brands and their marketing strategies

Section 5 – Research

Outcomes of online survey

- Online survey using the research method CAWI (Computer assisted web interview) was sent to potential respondents by email and Facebook platform.
- Potential respondents were from both wine and spirits professionals and non-professionals
- Survey outcomes were evaluated and results reported in form of pie-charts with descriptions

Conclusion

There are many points of view and sides to the segment of low and non-alcoholic wines and spirits and especially the latter do not have much presence on the Czech market.

I believe that the segment of low and non-alcoholic wines and spirits will grow in future as people will consider more seriously the healthier life-style and also new and better technologies and methods will be developed.

Naturally produced low alcohol wines will always be a better and more balanced option for me than the de-alcoholised wines. In my opinion it is important to define the rules and legal requirements for the whole segment in near future.