

# MUUSH

ONE SMALL STEP

Line sheet / Product info







# ONE SMALL STEP TO A HEALTHIER DRINK CHOICE

## Hello dreamers of change

At **MUUSH**, we champion transformational change with every sip. Embracing the dream that healthier beverage choices can be simple and widespread.

By choosing **MUUSH**, you are not just stocking another drink; you are propelling a health-forward movement that speaks directly to the sober-curious and those seeking moderation with NOLO beverages.

# WHY MUUSH?

## **Dreaming big with health:**

Each **MUUSH** beverage is meticulously crafted to deliver maximum health benefits — empowering your customers to make positive lifestyle choices effortlessly.

## **Embracing transformational change:**

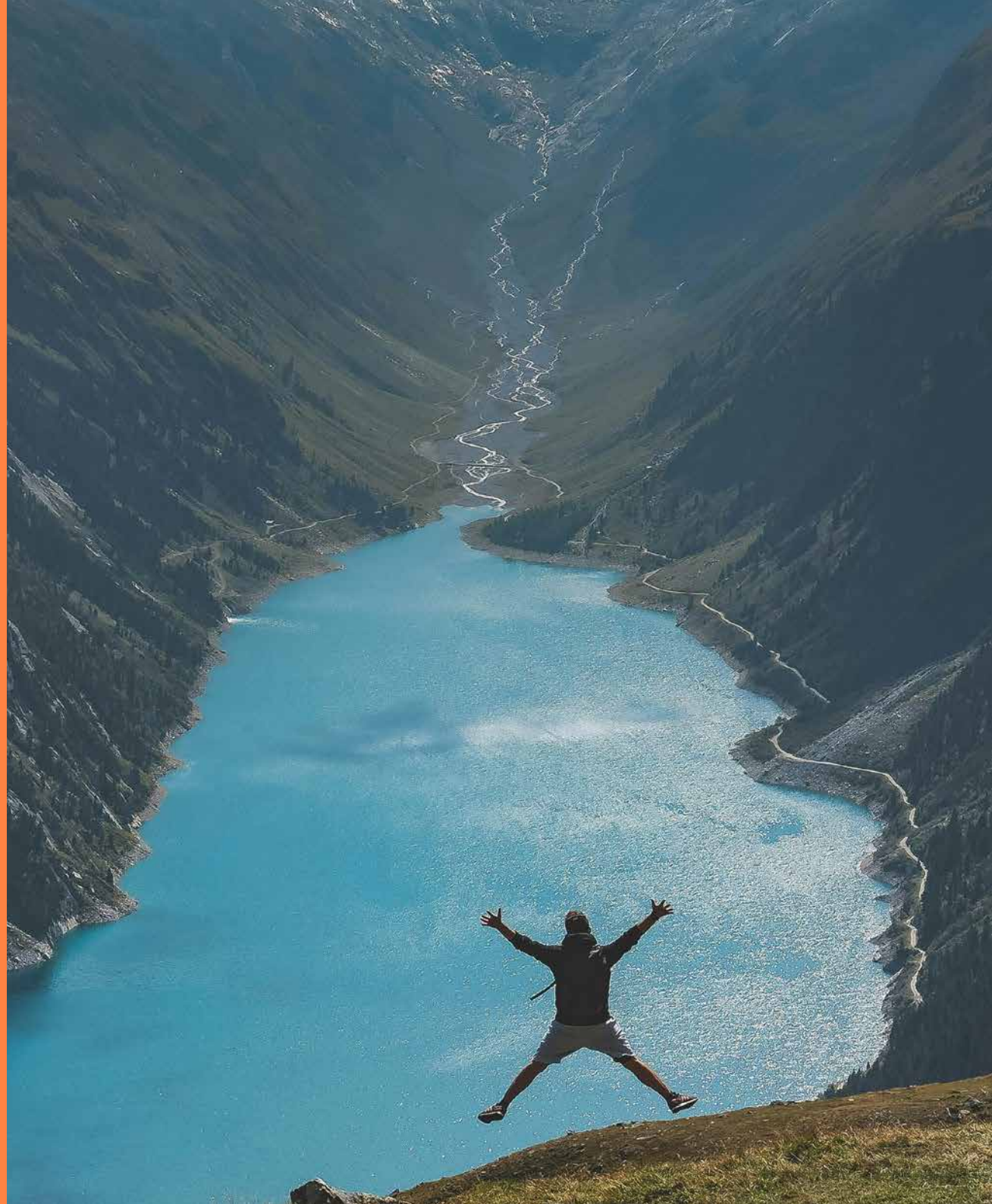
We're part of a growing wave of demand for non-alcoholic options that cater to health-conscious consumers without sacrificing taste or experience.

## **Quality that speaks volumes:**

Upholding the highest standards, **MUUSH** ensures that every drink from our collection offers premium quality, combining great taste with genuine health benefits.

## **An important mission and strong values:**

Our mission is to bring together taste and function, making healthier drink choices a no-brainer. Our values are simple, but fundamental to everything we do. Be authentic. Be bold. Be kind.



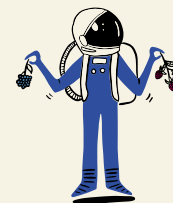




# PARTNER WITH US

Stocking **MUUSH** expands your beverage offerings, providing your customers with a superior non-alcoholic choice that fits perfectly into their lifestyle.

Together, we can redefine beverage selections, offering healthful, innovative options that meet the evolving preferences of consumers. Let's make a meaningful impact on the beverage market together.



# THE MUUSH RANGE

**MUUSH** is a natural drink thoughtfully crafted from fruits, roots, botanicals, and Lion's Mane. Focussing on health-conscious consumers, we've steered well clear of artificial additives or preservatives. Our products are gluten-free and our packaging is fully recyclable.

We've developed three delicious flavours: Blood Orange & Ginger, Raspberry & Lychee, Rhubarb & Apple. And three main formats: 250ml cans, 200ml **miniMUUSH** cans, and high-concentrate functional aperitifs. We've designed **miniMUUSH** for kids tastes - we've removed the ginger from the orange flavour, and focussed our other flavour on the berries.



**MUUSH cans (250ml)**

Category:  
Canned soft drinks



**miniMUUSH cans (200ml)**

Category:  
Kid's canned soft drinks



**High-concentrate elixir (700ml)**

Category:  
Non-alcoholic aperitif / functional elixir

Rhubarb & Apple is only available as an elixir currently.



# WHY MUUSH IS ESSENTIAL FOR YOUR SHELVES

**Consumer trend alignment:** As functional beverages continue to rise in popularity, **MUUSH** puts you at the forefront of the drinks revolution. Offer your customers a sophisticated non-alcoholic drink that fits their new lifestyle choices.

**Health-focused differentiation:** Stand out in a crowded hospitality market full of traditional sugary soft drinks. Provide a product that goes beyond taste to deliver real health benefits - crafted from natural ingredients and Lion's Mane, free from artificial preservatives and additives.

**Sales growth:** Leverage the growing trend toward health and wellness. Drive increased foot traffic in the on-trade and higher basket values in the off-trade as customers seek out premium, health-oriented products. Position yourself as a trend-forward business that anticipates changes in consumer desires.

By integrating **MUUSH** into your offerings, ensure your business remains relevant and competitive in an evolving market. Bring your customers the future of beverages today.



# A DRINKS REVOLUTION

**Your customers tastes and demands have changed. Are you ready?**



1 in 3 pub visits; 2 in 5 restaurant visits are alcohol free.<sup>1</sup>



40% of 18-24 year olds don't drink.<sup>2</sup>



Few canned drinks have any nutritional value, and those that do have high sugar or sugar replacements.



Sugar replacements trigger hunger, leading to overeating and obesity, just like those with high sugar contents.



Household name soft drink brands have more than 100% of adults' daily sugar allowance, and 250% of Kids' in a single can.<sup>3</sup>



55% of UK adults (65% in Gen Z) looking to reduce alcohol intake.<sup>1</sup>

<sup>1</sup>KAM 2022 Low and No Report.

<sup>2</sup>Drinking & alcohol survey, YouGov, 2024.

<sup>3</sup>Sugar: the facts, NHS, May 2023.

Scan to find out more about  
Lion's Mane.



# WHY DO CUSTOMERS LOVE MUUSH

Choosing a non-alcoholic option can at times make you feel like an afterthought. **MUUSH** flips the script on its head. It puts the sober-curious consumer front and centre with a crafted blend of taste and function.

## Consumer selling points



- All natural ingredients - fruits, roots, botanicals and Lion's Mane.
- Low in natural sugars and no added sweeteners.
- High in natural fibre (inulin from chicory root) which lessens impact of sugar.
- No additives or preservatives.
- Gluten-free.

## Health benefits

We've added Lion's Mane, Vitamin A & D which:

- Support focus.
- Aid concentration.
- Improve memory.





# MUUSH CANS

**Category:**  
**Canned soft drinks (250ml)**

# BLOOD ORANGE & GINGER

## Tasting notes

An instant zing from the ginger meets a beautifully rounded and smooth aftertaste from the orange and honey. It'll leave a tingle on the tongue and at the back of the throat.

## Ingredients

Lightly sparkling water, sugar (fructose), inulin (from chicory root), honey, citric acid, ginger juice, blood orange juice, apple juice, lemon juice (all juices from concentrate), Lion's Mane, natural flavourings, carotene orange colouring, Vitamin A and Vitamin D. Each can contains 0.3g of Lion's Mane, and 2.5g of inulin fibre.

Nutritional info	Per 100ml
Energy	47 KJ (11.2 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.8g
(of which sugars)	(2.8g)
Protein	<0.1g
Salt	<0.1g
Fibre	1g
Vitamin A	44.4mcg
Vitamin D	2.2mcg





# RASPBERRY & LYCHEE

## Tasting notes

A rush of wild berries provides instant sweetness on the tongue. This is swiftly followed by the delightful lightness of lychee. A delicate taste of winter with the fond memory of summer.

## Ingredients

Lightly sparkling water, sugar (fructose), inulin (from chicory root), citric acid, apple juice, pomegranate juice, black carrot juice, raspberry juice, blueberry juice, lychee juice (all juices from concentrate), Lion's Mane, natural flavourings, Vitamin A and Vitamin D. Each can contains 0.3g of Lion's Mane, and 2.5g of inulin fibre.

Nutritional info	Per 100ml
Energy	44 KJ (10.4 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.5g
(of which sugars)	(2.5g)
Protein	<0.1g
Salt	<0.1g
Fibre	1g
Vitamin A	44.4mcg
Vitamin D	2.2mcg



# MUUSH CAN (250ML) SERVING SUGGESTION



Just open the can -  
no frills, it's beautiful as is.



In a luxurious glass with ice - bring  
out the beauty within.



# POINTING CUSTOMERS IN THE RIGHT DIRECTION

## Blood Orange & Ginger

If you like a bit of a zing and you're a fan of ginger, this is for you. The sweetness of the orange is offset by the ginger tanginess.

## Raspberry & Lychee

This is a twist on the classic mixed berry. If you're a fan of a wholesome fruit flavour with a slight lychee aftertaste this will be up your street.



## Questions into MUUSH

- What do you have that's not alcoholic?
- What soft drinks do you have?
- Have you got any soft drinks that are healthy?
- What have you got that's a bit different?
- Have you got any energy or sports drinks?
- I'm looking for something that's not too sweet.

## How to describe MUUSH

**MUUSH** is a healthy functional canned drink. It's a brilliant alternative to a high sugar soda or cola.

If you like fruity flavours that aren't too sweet, it's just the thing for you.

And on top of that it contains Lion's Mane, which is great for memory, concentration and focus. And you won't taste it.





# miniMUUSH

Category:

Kid's canned soft drinks (200 ml)





# ORANGE & LEMON

## Tasting notes

We've adapted our elixir flavour by removing the ginger. It's got a softer, smoother and more palatable taste for young taste buds.

The main flavours are blood orange, apple, lemon and honey. You'll get instant sweetness of orange and honey with a slightly acidic lemon aftertaste. Delicious and refreshing, an instant hit with **miniMUUSHers**!

## Ingredients

Lightly sparkling water, sugar (fructose), inulin (from chicory root), honey, citric acid, blood orange juice, apple juice, lemon juice (all juices from concentrate), Lion's Mane, natural flavourings, carotene orange colouring, Vitamin A and Vitamin D. Each can contains 0.3g of Lion's Mane, and 2.5g of inulin fibre.

Nutritional info	Per 100ml
Energy	53 KJ (12.6 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	3.2g
(of which sugars)	(3.2g)
Protein	<0.1g
Salt	<0.1g
Fibre	1.1g
Vitamin A	50mcg
Vitamin D	2.5mcg



# BLUEBERRY & RASPBERRY ✨

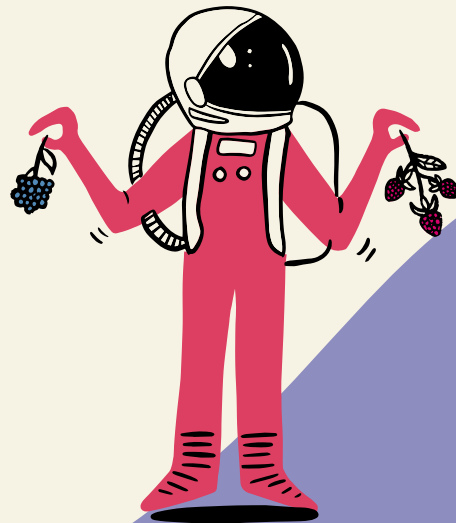
## Tasting notes

This **miniMUUSH** flavour is pre-diluted version of our Raspberry & Lychee elixir. Served chilled, the lightly sparkling mineral water brings out the freshness of summer berries. The main flavours for this, apple, blueberry, raspberry, and pomegranate, are followed by a hint of lychee in the aftertaste. The berries give a sublime burst of summer, and the light lychee finish brings uniqueness to this undeniably moorish flavour.

## Ingredients

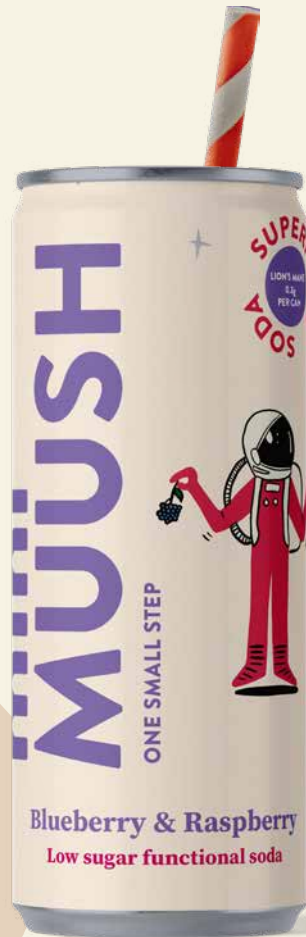
Lightly sparkling water, sugar (fructose), inulin (from chicory root), citric acid, apple juice, pomegranate juice, black carrot juice, raspberry juice, blueberry juice, lychee juice (all juices from concentrate), Lion's Mane, natural flavourings, Vitamin A and Vitamin D. Each can contains 0.3g of Lion's Mane, and 2.5g of inulin fibre.

Nutritional info	Per 100ml
Energy	49 KJ (11.8 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.9g
(of which sugars)	(2.9g)
Protein	<0.1g
Salt	<0.1g
Fibre	1.1g
Vitamin A	50mcg
Vitamin D	2.5mcg





# miniMUUSH CAN (200ML) SERVING SUGGESTION



A straw through the top.



In a glass with ice.

# POINTING CUSTOMERS IN THE RIGHT DIRECTION

## Orange & Lemon

If your kids like citrus flavours from orange and lemon and a hint of sweetness from honey, this is the perfect for their tastebuds.

## Blueberry & Raspberry

If your kids like a mixed berry flavour this is a great option. This a delightful burst of summer, and undeniably moorish.



## Questions into MUUSH

- What kids drinks do you have?
- What soft drinks do you have?
- Do you have any healthy soft drinks?
- I'm looking for something that's not too sweet.
- I want something that doesn't have much sugar.
- What have you got that's a bit different?

## How to describe miniMUUSH

**miniMUUSH** is a healthy functional canned drink for kids. It's a brilliant alternative to a high sugar soda or cola.

If your kids like fruity flavours that aren't too sweet, it's just the thing for them.

On top of that it contains Lion's Mane, which is great for memory, concentration and focus. And they won't taste it.



# ELIXIRS RANGE

Category:

Non-alcoholic aperitif / functional elixir (700ml)



# BLOOD ORANGE & GINGER

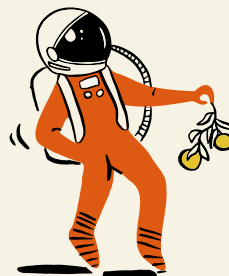
## Tasting notes

An instant zing from the ginger meets a beautifully rounded and smooth aftertaste from the orange and honey. It'll leave a tingle on the tongue and at the back of the throat.

## Ingredients

Water, sugar (fructose), inulin (from chicory root), honey, citric acid, ginger juice, apple juice, blood orange juice, lemon juice (all juices from concentrate) Lion's Mane, natural flavourings, Vitamin A & Vitamin D. Each 25ml shot contains 0.3g of Lion's Mane, and 2.3g of inulin fibre.

Nutritional info	100ml diluted 1:8
Energy	47KJ (11.2 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.8g
(of which sugars)	(2.8g)
Protein	<0.1g
Salt	<0.1g
Fibre	1g
Vitamin A	44.4mcg
Vitamin D	2.2mcg





# RASPBERRY & LYCHEE

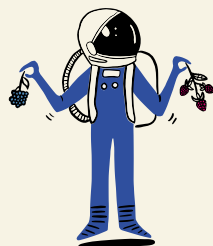
## Tasting notes

A rush of wild berries provides instant sweetness on the tongue. This is swiftly followed by the delightful lightness of lychee. A delicate taste of winter with the fond memory of summer.

## Ingredients

Water, sugar (fructose), inulin (from chicory root), citric acid, apple juice, pomegranate juice, black carrot juice, raspberry juice, blueberry juice, lychee juice (all juices from concentrate), Lion's Mane, natural flavourings, Vitamin A & Vitamin D. Each 25ml shot contains 0.3g of Lion's Mane, and 2.3g of inulin fibre.

Nutritional info	100ml diluted 1:8
Energy	44KJ (10.4 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.5g
(of which sugars)	(2.5g)
Protein	<0.1g
Salt	<0.1g
Fibre	1g
Vitamin A	44.4mcg
Vitamin D	2.2mcg



# RHUBARB & APPLE

## Tasting notes

You'll recognise the familiar spring rhubarb scent on the nose. A fresh and complex flavour paired with the aftertaste from the apples and red currants. Enjoyed hot or cold, this flavour stays on the pallet a while after consuming.

## Ingredients

Water, sugar (fructose), inulin (from chicory root), citric acid, apple juice, black carrot juice, red currant juice, rhubarb juice, lime juice (all juices from concentrate), Lion's Mane, natural flavourings, Vitamin A & Vitamin D. Each 25ml shot contains 0.3g of Lion's Mane, and 2.3g of inulin fibre.

Nutritional info	100ml diluted 1:8
Energy	44KJ (10.4 kcal)
Fat	0.1g
(of which saturates)	(<0.1g)
Carbohydrates	2.5g
(of which sugars)	(2.5g)
Protein	<0.1g
Salt	<0.1g
Fibre	1g
Vitamin A	44.4mcg
Vitamin D	2.2mcg





# ELIXIR SERVING SUGGESTIONS

The experience of drinking soft drinks can feel like an afterthought.

Flip the script. Make it feel special, like serving a whiskey. MUUSH is an event. It needs a luxurious and memorable experience.





# SIMPLE SPRITZ

## Recipe:

Prepare a crystal tumbler.

Start with 25ml of **MUUSH**.

Add 200ml of soda.

Finish it with a handful of ice.







# HERBAL TEA



## Recipe:

Prepare a glass double walled coffee mug.

Start with 25ml of **MUUSH**.

Add a splash of cold water.

Finish with 200ml of boiling water.

Aim for a temperate of 70 degrees.



# NON ALCOHOLIC COCKTAIL

## Recipe:

Prepare a tall crystal tumbler.

Start with 25ml of **MUUSH**.

Add 25ml of non-alcoholic spirit, mixer or other ingredient.

Add 200ml of soda.

Finish with a handful of ice.

Garnish with an orange, apple or mint leaf slice,  
depending on your **MUUSH** flavour of choice.



We partner with our stockists by helping design non-alcoholic cocktail menus that reflect their community and customers. If you're interested speak to Matt ([matt@muush.co](mailto:matt@muush.co)) or Ed ([Ed.Parkinson@muush.co](mailto:Ed.Parkinson@muush.co)).





# POINTING CUSTOMERS IN THE RIGHT DIRECTION

## Blood Orange & Ginger

If you like a bit of a zing and you're a fan of ginger, this is for you. The sweetness of the orange is offset by the ginger tanginess.

## Raspberry & Lychee

This is a twist on the classic mixed berry. If you're a fan of a wholesome fruit flavour with a slight lychee aftertaste this will be up your street.

## Rhubarb & Apple

Strong on the rhubarb flavour with an apple aftertaste. Perfect cross-seasonal drink with a mix of flavours. This will be for the more adventurous.



## Questions into MUUSH

- What do you have that's not alcoholic?
- What soft drinks do you have?
- Have you got any soft drinks that are healthy?
- Do you have any non-alcoholic spirits?
- What have you got that's a bit different?
- Have you got any energy or sports drinks?
- I'm looking for something that's not too sweet.

## How to describe MUUSH

(The simple spritz serve)

**MUUSH** is a healthy elixir or non-alcoholic aperitif style drink. It's perfect if you like fruity flavours that are not too sweet.

You drink it like a cordial, but it has the complexity of a non-alcoholic aperitif. Plus it's healthy. If you're looking for something a bit different **MUUSH** contains Lion's Mane, which is great for memory, concentration and focus. And you won't taste it.



# WE'RE STARTING A MOVEMENT

## Inspiring small steps & real impact

Most brands make life-changing claims, but at **MUUSH** we believe in inspiring people to go after their dreams, one step at a time. Success is more than a drink. It's about setting clear goals, taking action, and staying motivated. By stocking **MUUSH** you're joining the movement. A commitment to going after more, but taking small steps to get there.

## Building brand engagement and loyalty

Our one small step docuseries aims to deeply connect with audiences by showcasing relatable stories of resilience, like world champion waterskier Fred Winter's comeback from a traumatic accident and Elspeth Beard's 35,000-mile solo motorcycle journey in the '80s.

## Got a One Small Step story?

If you know any incredible stories worth featuring, we'd love to hear them. If they fit our criteria, we'll make them into a longer form feature.



**ONE  
SMALL  
STEP**  
A DOCUMENTARY SERIES BY **MUUSH**

Scan to watch  
the series.



# THANK YOU

We look forward to collaborating with our valued partners as we embody our commitment to health and wellness. Keep an eye out for what's next from **MUUSH** — where each small step makes a big difference.

## **Contact info**

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