



APPENDIX

Sparkling Tea, The New NoLo Star

Sparkling Tea



Dry Jan. Sober October. Chances are that you know exactly what we're talking about; and it's a sign that the market is ready and willing to go Nolo.

If it sounds like we're speaking gibberish, then it's our pleasure to introduce this segment of the drinks market that's all about "no alcohol" and "low alcohol" options or No-Lo.

As you might have guessed, it has its own sobriquet because this is a rapidly growing segment of the drinks market – not only in Singapore but in APAC and the world.

And what has been quietly taking the Nolo spotlight in fine restaurants and bars all over the world?
Sparkling tea.



INCREASING IMPORTANCE OF NOLO

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According to [Nielsen IQ's insights and analysis for the APAC market](#), Nolo options are becoming a "mainstream presence in bars, restaurants, and social venues".

- About 30% of consumers are drinking less alcohol than they were even just one year ago
- 32% say that they have tried a Nolo option.

If we zero in on some of the bigger markets, those numbers increase significantly:

- 52% in China
- 45% in Hong Kong.

Singapore's Nolo [statistics](#):

- now assessed at \$22.9million
- estimated to grow about 7.56% annually through 2028.

Other sources of data and analysis can be found [here](#).

A [recent article](#) noted that even bars in Singapore are adapting their offerings to cater to Nolo inclinations.



A STAR IS BORN

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Over recent years, Nolo beers, wines and spirits have become familiar options, comparatively speaking – but what has quietly become the darling of the global Nolo movement must be sparkling tea.

- The first sign of sparkling tea's entry into mainstream consciousness may possibly have been Forbes' focus piece in 2017.

In end-2024 all throughout 2025, sparkling tea's momentum was so strong that everywhere you turned, there might be a piece on it including

- newspapers like The Guardian
- leading lifestyle periodicals like Vogue US
- trade titles like The Drinks Business and Sommelier Edit
- digital platforms like "wine superstar" Jancis Robinson's eponymous e-zine.

A STAR IS BORN



In fact, the piece on Jancis Robinson's site praised Copenhagen sparkling teas so highly that it caused a small stir in the drink community:

*"These spectacularly good sparkling teas are some of the best no- or low-alcohol drinks, **including wine**, that I have ever tasted."* (bolding of font done by ed).

Interestingly, that even an established wine-focused platform like Jancis Robinson's has started reviewing Nolo drinks, and selected sparkling tea in its third Nolo piece, is thought-provoking.

NB: Copenhagen Sparkling Teas are available in multiple restaurants in Singapore including **Oumi** and the recently opened **Gilmore & Damian D'Silva**.



WHAT IS IT?

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It's easy to think about sparkling teas in parallel with kombucha but a sip will prove their difference.

Keisha Tay, restaurant manager of Oumi – a stunning contemporary Japanese Kappo restaurant, notes, “kombuchas have a sharp tanginess and slightly funky flavour whereas sparkling teas are clean and mostly delicate.”

The idea of fermenting tea isn't new: there are many ancient written records from China and India about the process of fermenting teas and the results. To this day, we still drink fermented teas in our general everyday life. Think black teas such as pu-erhs, and (semi-fermented) oolongs.

Sparkling tea in its current incarnation only has flavour in common with these still teas: richly layered, complex, gently lingering. The tea liquor remains clear, but, as the name suggests, will possess (generally) fine bubbles that add a playful kinesthetic element to the drinking experience.

While some sparkling teas are indeed fermented in processes similar to the creation of champagne and sparkling wines, others are carbonated to infuse the drink with effervescence.

In short, it's tea with sparkles!



THE POPULARITY OF SPARKLING TEA

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Refined & Pairs Well With Food

The origin story of Saicho Drinks encapsulates one of the most important reasons for sparkling tea's steady rise in popularity:

- a refined, non-alcoholic alternative with complex, multi-layered flavours of many different styles, which also pairs well with food.

Natalie Chiu and Charlie Winkworth had a passion for food and drink; fine restaurants were often on their "must try" list.

Sadly, alcohol-intolerant Natalie was unable to enjoy the wine pairings, often having to make do with an option from a limited soft drink menu. Meanwhile, Charlie would be sipping on wines, being regaled with stories of far-flung vineyards lying in the sun and enjoying deep conversations on the details of the pairings.

Clearly, Natalie was missing out on a significant aspect of fine dining.

So, the couple, trained in food science, started thinking about non-alcoholic pairings that could have the same complexity and heritage as wine; Hong Kong-born Natalie naturally turned to tea, a traditional food pairing in her country of birth. The results were stunning and eventually led to her and her husband founding Saicho.

THE POPULARITY OF SPARKLING TEA



Keisha observes that “[sparkling teas] are increasingly popular with our guests, especially couples who want to have a ‘fancy beverage’ for their anniversary and birthday celebrations but do not or cannot drink alcohol.”

NB: In Singapore, Saicho sparkling teas are available in Loca Niru.

Copenhagen Sparkling Tea’s origins show the flip side of this experience:

- where sommeliers and restaurant managers also are looking for more options.

Award-winning sommelier Jacob Kocemba needed to find a pairing in a hurry because his head chef at the Michelin-starred restaurant of his employ had made a last-minute change to the menu. Despite a cellar of 1700 wines, he couldn’t find the perfect pairing and turned to tea, blending several to get the perfect flavour.

He continued experimenting – and in 2017, founded the Copenhagen Sparkling Tea company with Bo Sten Hansen. Today Copenhagen Sparkling Tea is one of the most popular choices for non-alcoholic pairings, especially in Michelin restaurants.

In Singapore, the pairing experience seems to have some similarities. Keisha recalls, “My initial thoughts before trying sparkling tea was that they would be sweet. After trying them, I realised that they are unexpectedly refined. In fact, I think the sparkling teas can be an especially great pairing [for rich dishes] as they can cut through ‘oiliness’.”

THE POPULARITY OF SPARKLING TEA



A Wellness Option

As Keisha's experience might indicate, not only are fine non-alcoholic drinks are options that both customers and operators are looking for; they are especially appreciated at this time as people all over the world become more focused on wellness.

A 29 Dec 2024 piece, published in national broadsheet The Straits Times, on the rise of Nolo in Singapore notes that a major factor of the push for Nolo comes from Singaporeans' increasing focus on wellness-centred options – such as less salt, sugar, carbs etc.

There was specific mention of sparkling tea in upmarket Chinese restaurants which, by custom, generally serves only premium Chinese still teas. In general, tea is highly accepted; sparkling tea is seen as a natural extension.



RETAIL POPULARITY

RETAIL POPULARITY



Besides the rise of sparkling teas in restaurant, there is also the retail aspect.

Trade publication The Drinks Business wrote a full piece on the popularity of sparkling tea in retail:

- as a healthy indulgence for self and
- a great gift for friends, family and the buyer themselves.

It was headlined with a quote from a buyer at luxury department store Fortnum & Mason – calling sparkling tea “the perfect fit for champagne moments”.

The retail strength of sparkling tea has even pushed several upmarket retailers to create their own house-brand including the abovementioned Fortnum & Mason and fine wine merchant Berry Bros & Rudd.

- In fact, over 2023 and 2024, Fortnum & Mason’s own house-brand sparkling tea accounted for **more than one-in-five** of all sparkling options sold – inclusive of champagne and other sparkling wines.

RETAIL POPULARITY



There are plenty of retail availability in Singapore as well.

- For those who prefer to browse on-site, spaces such Culina and SuperNature sell a premium selection.
- There are options available in more accessible spaces such as Fairprice.
- Online retail plays a huge role from brands' own digital shops to shopping apps such as Lazada and Shopee.

Local brands such as Pryce and Gryphon Tea have also seized this opportunity to create their own.

For instance, Gryphon Tea has long developed their own sparkling tea; well-received by the general public that it's available in not only in premium grocers but in department stores as well.



OTHER BENEFITS

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A glance through general reviews also mention how sparkling tea is particularly cleansing to the palate, thanks to the effervescence, and of tea in general; the idea of cutting through oil as briefly mentioned by Keisha of Oumi.

Better yet, it's believed that sparkling tea has many of the same health benefits as still teas: they could aid in digestion and support the immune system, manage stress and weight, and boost energy.

Deliciously complex, and a digestion aid – it's no wonder sparkling tea is increasingly irresistible.

Some Restaurants With Sparkling Tea Options in Singapore

- **Gilmore & Damian D'Silva:** Copenhagen Sparkling Tea
- **Loca Niru:** Saicho Drinks
- **Oumi, 1-Arden:** Copenhagen Sparkling Tea
- **Restaurant Born:** house ferments
- **Shisen Hanten by Chen Kentaro:** Copenhagen Sparkling Tea, Mindful Sparks

PS: They happen to all be our clients. If this pitch has inspired you, we'd be happy for you to use extracts. If you require more assistance or wish to touch base with a spokesperson from the above restaurants, please don't hesitate to reach out!



ADDRESSES

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- Gilmore & Damian D'Silva: National Gallery Singapore, #01-02/03
- Loca Niru: House of Tan Yeok Nee, #02-01
- Oumi, 1-Arden: CapitaSpring, Level 51
- Restaurant Born: 1 Neil Road, #01-01
- Shisen Hanten by Chen Kentaro: Hilton Singapore, Level 35



Thank You