



INNOVATING IN THE NON-ALCOHOLIC BEVERAGE MARKET

Myth Drinks is a pioneering company specialising in non-alcoholic spirits and ready-to-drink cocktails. Founded just over two years ago, Myth Drinks has rapidly grown its market presence, exporting to the US, Canada, and EU. As a start-up transitioning into a scale-up phase, the company faced challenges typical of scaling businesses, such as refining its route to market and identifying key customer segments.

Myth Drinks identified several key challenges. These included optimising their route to market and gaining deeper insights into their customer segments beyond direct consumer interactions. The company aimed to solidify its market position, enhance product offerings, and integrate sustainability goals into its business strategy.

Myth Drinks engaged in an Innovate York Workshop series, funded by City of York Council through the UK Shared Prosperity Fund, and facilitated by industry experts including Dr Jo North, a seasoned innovation consultant. The workshops provided a structured framework for exploring innovation beyond product development. They emphasised understanding customer needs, gaining competitive advantage, and adapting to evolving market conditions and technologies.

Throughout the workshops, founder Colette Safhill gained valuable insights. She realised that Myth Drink's primary customers were wholesalers and on-trade venues, not just direct consumers. This revelation prompted Myth Drinks to pivot its marketing and product development strategies to better cater to these crucial stakeholders. They began focusing on creating more sustainable products and reshaping their marketing communications to highlight their ready-to-drink cocktails.

The Innovation Workshops had a transformative impact on Myth Drinks' business strategy which led to Colette implementing a more holistic approach to innovation, integrating social and sustainability goals alongside product innovation. This approach not only enhanced customer engagement but also positioned Myth Drinks as a forward-thinking brand in the competitive non-alcoholic beverage market.



The workshops provided me with a much broader perspective of innovation which I've been able to use to look more clearly at my customers, my products and the sustainability and operational considerations for my business.

