

# Premium Drinks Market Insight

*Data-Led Analysis for Investors*



**BRO DRINKS LTD**

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## Demand Drivers in Premium Drinks

The premium drinks market is being shaped by a combination of long-term consumer and industry trends, lifestyle-led purchasing and growing demand for higher-quality spirits.

While the wider alcohol sector has faced changing consumption patterns and more cautious consumer spending, premium and differentiated brands continue to attract attention where they offer strong identity, clear positioning and scalable distribution potential.

Tequila and agave spirits remain a particularly important area of growth, with market research pointing to rising global demand and strong performance across premium and super-premium segments.

This creates a favourable backdrop for multi-category drinks platforms that can combine established revenue, distinctive branding and exposure to high-growth categories.



### Statistics & Facts

The worldwide alcoholic drinks market is experiencing significant growth and development due to underlying macroeconomic factors.

Source: [Statista, Alcoholic Drinks - Worldwide](#)



### What's Next for Tequila?

While the US market will continue to dominate global consumption in the years ahead, IWSR forecasts highlight a bright future for a number of smaller tequila markets.

Source: [IWSR](#)



### Alcoholic Beverage Market

The global alcoholic beverage market is expected to witness considerable growth over the forecast period. The demand is strongly driven by the significant rise in demand from the millennial population across the world.

Source: [Alcoholic Beverage Market \(2019 To 2025\)](#)

### Watch: The Future of Premium Alcoholic Beverages



A short market-led video highlighting projected growth across the global premium alcoholic beverage market. It points to rising demand for quality, exclusivity, authenticity and lifestyle-led brands as key factors supporting expansion in the premium drinks sector.

# Market Data

The global premium alcoholic beverage market is forecast to expand significantly over the coming years, supported by rising demand for higher-quality, distinctive and experience-led drinks.

Market research points to continued growth across premium alcohol categories, with consumers increasingly placing value on quality, exclusivity, authenticity and brand identity.

This shift is particularly visible among urban and affluent demographics, where premium drinks are often linked to lifestyle, occasion-led consumption and a preference for products with stronger provenance and positioning.

Digital media, e-commerce and increased access to premium brands are also changing how consumers discover and purchase alcoholic beverages.

Rather than relying solely on traditional retail or hospitality channels, premium drinks brands can now build visibility through online platforms, social engagement and direct-to-consumer routes.

This wider market backdrop creates opportunities for scalable brands that can combine quality products, a clear identity and multi-channel distribution.

## \$491.6bn Market Size in 2026

Research expects the global premium alcoholic beverage market to be valued at US\$491.6bn in 2026.

## \$810.3bn Forecast by 2033

Forecasts predict the market to reach US\$810.3bn by 2033, highlighting the long-term growth potential of premium alcohol categories.

## 7.4% Projected CAGR

The premium alcoholic beverage market is forecast to grow at a CAGR of 7.4% between 2026 and 2033.

## 52.39% Spirits Share in 2025

Spirits accounted for 52.39% of the premium alcoholic beverages market in 2025, underlining the category's importance within the wider premium drinks sector.

## Premiumisation Trend

Consumers are increasingly trading up to premium brands, driven by brand identity, quality and lifestyle positioning



## Bro Drinks at a Glance



### Current Brands

Brosé Wine, BROSKI Whisky & Broquila



### Future Brands

Bro Beer, Brodka & Brohaven Rum



### Revenue Achieved

£3.2 million in 2025



### Current Valuation

£4.5 million



### Target Exit Valuation

£50 million



### Investment Category

Enterprise Investment Scheme

#### Sources:

- Grand View Research, [Alcoholic Drinks Market \(2026 - 2033\)](#)
- Persistence Market Research, [Premium Alcoholic Beverage Market Size, Share, Growth, and Regional Forecast, 2026 to 2033](#)
- Mordor Intelligence, [Premium Alcoholic Beverages Market Size & Share Analysis - Growth Trends & Forecast \(2026 - 2031\)](#)
- Spirits Europe, [Premiumisation & Brand Elevation](#)



## Enterprise Investment Scheme (EIS) Overview

The Enterprise Investment Scheme (EIS) is a UK government initiative designed to encourage private investment into early-stage trading companies by offering tax reliefs to qualifying investors, subject to individual circumstances and HMRC rules.

The scheme is intended to support business growth by improving access to development capital while recognising the higher risks associated with early-stage investment.

## A Platform Built for Expansion

Investment into the Bro Drinks opportunity is made through Bro Drinks Limited, a premium multi-brand drinks group structured to support scalable growth across wine, whisky, tequila and future brand categories.

The business has been positioned to expand through distribution growth, portfolio development and brand acceleration, while aligning with the Enterprise Investment Scheme (EIS) framework.

This structure is designed to support the next phase of growth across the group while also appealing to investors seeking both scale potential and the benefits associated with EIS-qualifying investments.

## Key EIS Investor Benefits

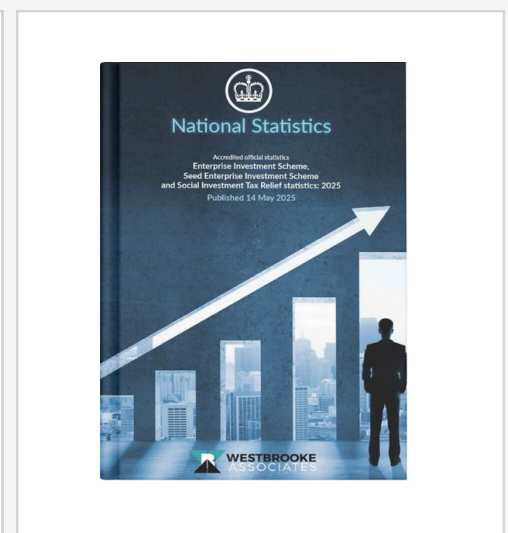
For qualifying investors, EIS offers several potential tax advantages designed to support investment into early-stage trading businesses, subject to individual circumstances and HMRC rules:

- ✓ Income tax relief of up to 30% on qualifying investments
- ✓ Capital gains tax exemption on shares held for the required period
- ✓ Capital gains deferral relief, allowing existing gains to be deferred
- ✓ Loss relief, designed to reduce downside risk, in the unlikely event that the investment underperforms

Combined with a multi-brand growth strategy and exposure to the premium drinks sector, the EIS structure strengthens the overall risk-reward profile of the Bro Drinks opportunity.

## EIS Investor Resources

*Click to view supporting materials:*



# The Perfect Market Timing

The premium alcoholic beverages market is being shaped by rising demand for quality, exclusivity and lifestyle-led brands. As consumers increasingly trade up to premium products, the market is creating opportunities for scalable drinks businesses with strong identity, clear positioning and multi-category growth potential. Against this backdrop, Bro Drinks Limited is operating in a sector where premiumisation, brand-led purchasing and expansion across wine, whisky and agave spirits continue to support long-term growth.

## Why Bro Drinks is Well-Positioned

- ✓ **Multi-Brand Platform:** Wine, whisky and agave spirits, plus brands in development.
- ✓ **Premium Category Focus:** Positioned in the premium segment, where demand is growing.
- ✓ **Scalable Growth Model:** Built to grow through distribution, expansion and brand development.
- ✓ **Established Revenue Base:** £3.2m revenue in 2025, showing commercial traction.
- ✓ **Strategic Exit Potential:** Built for acquisition by larger global drinks groups.



## A Premium Drinks Market Ready for Growth

The wider premium alcohol market continues to benefit from consumer demand for higher-quality, distinctive and experience-led products. Growth in premium categories is being supported by stronger brand engagement, wider digital visibility and changing purchase behaviour, particularly among affluent and aspirational consumers.

## Why Timing Matters

As premiumisation continues across the global drinks sector, businesses with established traction and room for portfolio expansion are better placed to respond to market demand. This creates a supportive backdrop for scalable premium drinks groups operating across multiple categories.

## Consumer Expectations

Consumers are increasingly drawn to brands that reflect quality, identity and lifestyle positioning. Premium drinks purchasing is no longer driven by product alone, but also by authenticity, design, exclusivity and the wider experience associated with the brand.

## Brand-Led Opportunity

Premium drinks businesses can differentiate through strong branding, category positioning and product expansion rather than scale alone. A multi-brand model allows Bro Drinks to capture interest across different consumer tastes while building broader enterprise value.

## The Case for Early Investment

With established revenue, a premium multi-brand platform and exposure to high-growth premium categories, Bro Drinks Limited is positioned to benefit from current market conditions. The business has been structured to scale through distribution growth, brand development and portfolio expansion, aligning with demand across the wider premium drinks market.

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