

# EVERLEAF HAS CHOSEN ALLAND & ROBERT FOR THEIR COMPLEX AND FULL-FLAVOURED NON-ALCOHOLIC DRINKS

Those who love sophisticated beverages made for grownups have long known the challenge of finding non-alcoholic choices that have any real flavor, quality, or character. Paul Mathew, the founder of Everleaf, recognized this market gap and created three non-alcoholic aperitifs to meet growing consumer demand. What do they have in common? They are all made with Alland & Robert acacia gum. Paul Mathew believes this ingredient makes all the difference, giving his natural botanical blends their subtle flavor, silky texture, and full mouthfeel. Let's talk with a man who really knows the business.



**Interview of Paul Mathew,  
founder of Everleaf**

## Why did you enter the non-alcoholic beverage market?

**Paul Mathew:** Today's market is being driven by a growing demand for beverages that are non-alcoholic ... but not flavor-free! The impetus for this shift is people's improved awareness of how excessive alcohol consumption can be harmful to their health. But even people who don't choose to drink still want tasty alternatives with adult sophistication, especially when enjoying the nightlife in cocktail bars and clubs. But making such a drink presents plenty of challenges: a mouthfeel that's comparable to spirits, rich, complex aromas, and visual appeal.

## What does acacia gum bring to cocktails made using your Everleaf beverages?

**P. M. :** Acacia gum is really the ingredient that changes everything! It gives each sip a silky, delicate texture. It's also

important as a binder and lengthens the finish on the palate, leaving more time for the various flavors to unfold.

When we drink wine, bourbon, or a cocktail, it awakens all our senses: sight, smell, hearing, touch, and, of course, taste. The aromas evolve and the drink's texture, thickness, or fluidity make the tasting experience complex and complete, something you don't get with non-alcoholic beverages. As a conservation biologist with long family ties to botany, as well as a former bartender or "mixologist," I wanted to successfully craft non-alcoholic beverages that were truly multifaceted and delicious.

My expertise in both plants and spirits helped me in creating three different beverages, and I use acacia gum in all of them as a binder and to add texture without distorting the flavors. Everleaf blends give you an experience as sophisticated as those you enjoy with alcoholic cocktails.

## Why did you choose Alland & Robert?

**P. M. :** I always carefully select the ingredients I use: I like to know the story behind them and be confident of their origins and how they're produced. I want to be able to tell our clients the origin of every single ingredient I put in my drinks. That's one reason I chose to work with Alland & Robert. Their transparency, the way they care about their harvesters' standard of living, and the longstanding relationships they forge with these workers are unlike anything else on the market (see inset below).

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### THE NON-ALCOHOLIC BEVERAGE MARKET IS BOOMING

According to the Mintel study *Patent insights: low/no alcohol beverages* conducted in the United Kingdom in April 2020, 47% of respondents who limited or reduced their alcohol consumption over the previous 12 months reported that their health had improved. This is indicative of a broader underlying trend: the fight against overconsumption of alcohol, which is the theme of numerous awareness campaigns. And people are indeed becoming more aware of how alcohol can be harmful to their health. In Europe, one indicator of this trend is the growing popularity of "Dry January." This UK-born annual resolution involves staying alcohol-free for the month of January as



#### Forest:

complex and bittersweet, the first flavor in the range, with layers of spices, citrus, and vanilla.



#### Mountain:

rich and aromatic, with the taste of cherry blossom and rosehip.

#### Marine:

lively and refreshing, with juniper, bergamot, thyme, and a hint of eucalyptus.



and 71% came to realize that they didn't need to drink to have fun. The study also noted that, after this break from booze, weekly consumption fell from 3.4 units of alcohol to 2.1 units.

The non-alcoholic beverage market holds great promise and many big names, particularly European brands, are starting to invest heavily in the segment. Between March 2017 and February 2020, 71% of non-alcoholic beverage launches were in Europe! (Source: *Mintel study Patent insights: low/no alcohol beverages* conducted in April 2020).

a way to assess any possible alcohol dependence and appreciate the effects of a period of abstinence. In 2018, a psychologist at the University of Sussex, Dr. Richard de Visser, surveyed 800 people who signed up for that year's Dry January (Source: [http://sro.sussex.ac.uk/id/eprint/57508/3/deVisser\\_etal\\_DryJanuary\\_inPress.pdf](http://sro.sussex.ac.uk/id/eprint/57508/3/deVisser_etal_DryJanuary_inPress.pdf)). By the end of the month-long challenge, 93% of those surveyed said they felt better about themselves; 80% felt they had regained control of their alcohol consumption;

**"Acacia gum is multifunctional by nature! It's used in a great variety of everyday products as a texturizing agent, emulsifier, stabilizer, or for its fiber content. It gives Everleaf beverages a special mouthfeel that cocktail lovers will appreciate and which makes the drinking experience even more satisfying."**

Isabelle Jaouen, R&D Director at Alland & Robert.



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### FROM THE SAHEL TO ITS R&D LABORATORIES, ALLAND & ROBERT IS EXPLORING THE ENDLESS POSSIBILITIES OF ACACIA GUM

Alland & Robert has long been active on this market, working with acacia gum harvesters for nearly 140 years. This unique and enviable position means the company has managed to build a sustainable, responsible supply chain and maintain very high product standards. From sub-Saharan Africa, where the gum is harvested using traditional techniques, to Alland & Robert's factories and R&D laboratories equipped with state-of-the-art technology, the company's teams ensure the acacia gum's consistent excellence and stability.



**"I find acacia gum fascinating: The nodules look like crystals, people have gathered and used them for thousands of years, and now it's a product with countless applications!"**  
Paul Mathew.

Alland & Robert also upholds remarkable social and environmental commitments, including with the harvester and producer communities. Nearly three million people in Africa depend on acacia gum for their income and Alland & Robert takes this responsibility seriously. This is why the company works diligently – through its company foundation, reforestation projects, and support for local communities – to preserve this natural resource and combat the desertification that threatens the Sahel.

For more information: [www.allandetrobert.com](http://www.allandetrobert.com)

The Research & Development and Quality Departments work hand-in-hand each day to produce gums with precise functional properties that correspond to very specific applications. For the Alland & Robert teams, meeting such exacting requirements means working closely with the company's clients: Staff share their know-how and skills with clients, guiding them in how best to use the gum, helping develop new recipes, and deepening clients' understanding of the gum's diverse properties. Alland & Robert is the only company on the market that specializes wholly in acacia gum, with expertise that is viewed as the gold standard by manufacturers seeking quality, supply stability, and new applications.

