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TOP EIGHT 'HEALTHFUL' SPIRITS INITIATIVES

12th April, 2016 by Kristiane Sherry

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As health and wellness trends continue to pervade all aspects of modern life, spirits brands are keen to show that alcohol and wellbeing need not be unhappy bedfellows in a balanced lifestyle.

The key millennial consumer group is a case in point. According to Hartman Group, for them “health and wellness encompasses the physical and the emotional, the tangible and the intangible. For millennials, well-being encompasses staying active and learning to let go.”

While many ([including the UK's NHS](#)) would argue that there is no safe level of alcohol intake, consumers want to have their cake (cocktails) and eat (drink) it when it comes to drinking and health.

With that in mind, click through to discover our selection of top “healthful” spirits initiatives of recent times – concepts that have a healthier, or wellbeing-centric approach to alcohol consumption. After all, as Aristotle’ said, “moderation in all things”.

If that's interesting, how about these?



Funkin adds heat to flavoured syrups range

Funkin has released two new cocktail syrup flavours to cater for those who like [more...](#)

Beluga Vodka appoints Greater China distributor



These are some of the most interesting 'healthful' spirits initiatives in the industry

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