

PRESS RELEASE - FOR IMMEDIATE RELEASE

FROM MELBOURNE TO THE WORLD: NON WINS GOLD FOR REDEFINING THE WINE OCCASION

Australian brand NON secures top honours at the World Alcohol-Free Awards in London, reflecting a global shift towards mindful drinking

[MELBOURNE, AUSTRALIA - 10 April 2025]

In a significant nod to the evolving drinking culture, Melbourne-based company, [NON](#), has been awarded a [Gold Medal](#) this month at the prestigious [World Alcohol-Free Awards](#) in London for its standout creation, [NON1 Salted Raspberry & Chamomile](#). This accolade places NON at the front of the global movement towards elevated, non-alcoholic alternatives that complement fine dining experiences.

The World Alcohol-Free Awards is the only international competition dedicated exclusively to beverages of 0.5% ABV and below. Judged by experts from around the world, the Awards spotlight the most innovative and exciting names in this fast-growing category.

[Chris Losh](#), Director of the World Alcohol-Free Awards explains: "This year's World Alcohol-Free Awards saw a 30% increase in entries – almost 600 drinks took part from over 30 countries, making it the biggest non-alc competition on the planet. Those stats alone are exciting proof of the global growth in the category – but our three days of judging also afforded us a fascinating insight into some of the category's stylistic trends. In three years, we've seen a marked sophistication amongst the entries – a desire to make drinks that are balanced and complex rather than fruity and sugary. The bar really is being significantly raised every year. So to gain a top medal – impressing ten different judges through two separate rounds of blind tasting, with competition that's never been fiercer – is a real achievement."

The World Alcohol-Free Awards judging panel praised NON1 Salted Raspberry & Chamomile, noting:

"Pale rose pink with flavours of darjeeling tea, wild strawberries, tart berries and cherry. The flavours continue on the palate, driven by tight, small bubbles, with depth added by a light savoury undertone. A unique and interesting aperitif, but also a versatile alternative to wine as a food-match."

This international recognition comes at a time when Australians are increasingly embracing mindful drinking ([The Guardian](#)). According to the [Australian Institute of Health and Welfare](#), the proportion of males aged 14 and over consuming alcohol at risky levels has fallen from 43% in 2019 to 39% in 2022–2023, continuing a steady decline in hazardous drinking over

the past five years. The non-alcoholic beverage market in Australia is projected to grow at a compound annual growth rate (CAGR) of 5% up until 2028 ([Drinks Trade](#)).

[Aaron Trotman](#), Founder of NON, commented: “We never set out to mimic wine - we built something new. This award shows the world is catching up. NON belongs on the table not because it’s a substitute, but because it earns its place. We’re leading this shift, and we’re doing it from right here in Australia.”

NON’s approach reflects a broader cultural shift. With the rise of the mindful drinking movement, consumers are seeking complex, food-friendly beverages that offer a genuine alternative to traditional wines. NON’s chef crafted blends, emphasising real ingredients and culinary techniques, are meeting this demand head on.

NON1 Salted Raspberry & Chamomile is available now at www.non.world.

INTERVIEW OPPORTUNITIES

NON Founder **Aaron Trotman** and Head of Beverage **Nick Cozens** are available for interviews to discuss:

- The rise of mindful drinking and how NON is leading the charge.
- The art and science of creating bold, non-alcoholic pairings for the modern table.

DIGITAL ASSETS

Photography, including images with award, can be accessed [HERE](#).

SAMPLES & AFFILIATE PROGRAMS

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