

# RETRO NOLO

## HOW LOOKING INTO THE PAST CAN INSPIRE YOU TODAY

Even the latest products can sometimes benefit from digging into history for a fresh perspective.

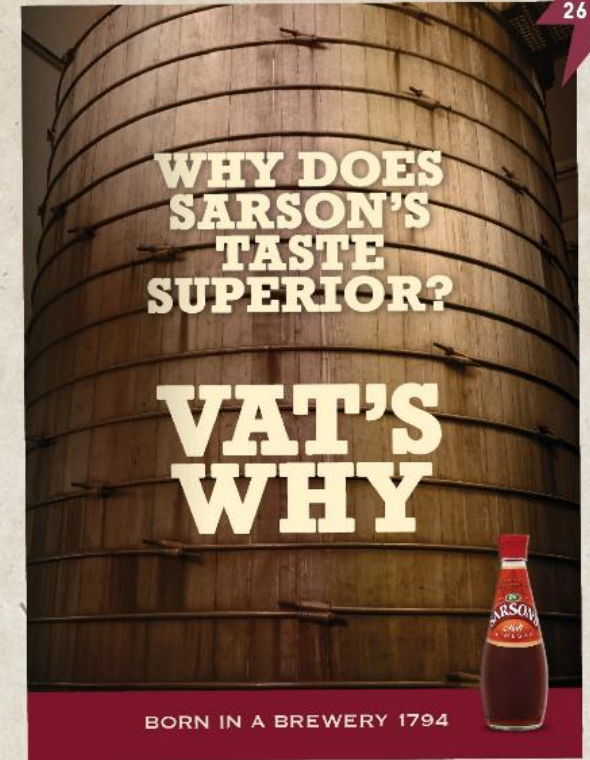
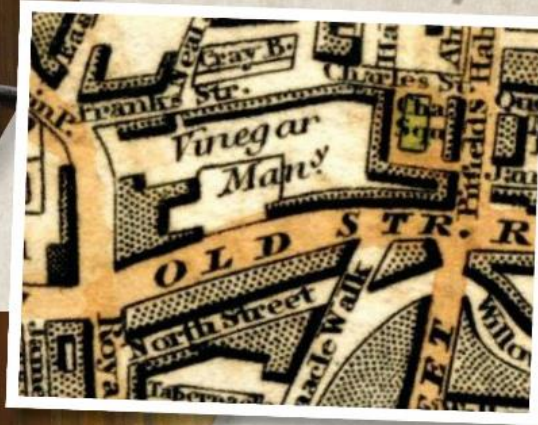
## What can the new No & Lo trend learn from a teetotal past?





## STORY DIGGING – HOW LOOKING INTO THE PAST CAN INSPIRE YOU TODAY

Our work with heritage brands has shown us that scouring history can bring a completely different perspective to brands and the way they are considered today. In many ways history can illuminate the present and consolidate a future facing story.







Richard 'Stoney' Smith



## HOVIS

### Retelling a story for a new generation

The research of the history of Hovis showed that the inventor Richard Stoney Smith was a health food pioneer whose attitudes would have been at home in today's health and wellness era.

His invention of the germ loaf was based on instinct, and the fact that it was the germ of the wheat that helped the plant to grow. **The real story was about 'nature' and the 'miracle of growth'.**

Retelling the story from this perspective used terms that modern families can easily understand. It means Hovis can bring a lot more to the table than simple nostalgia.

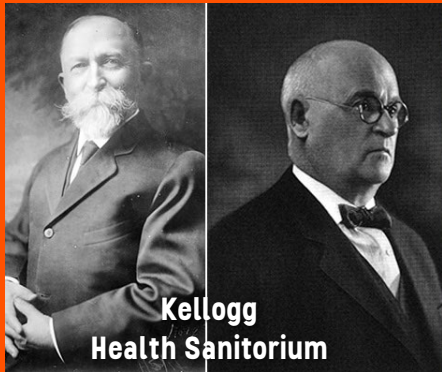
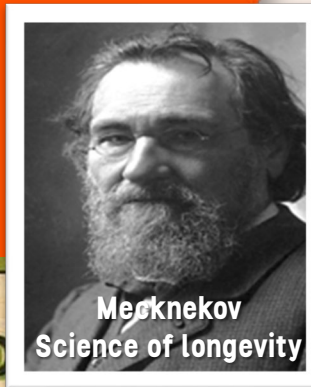
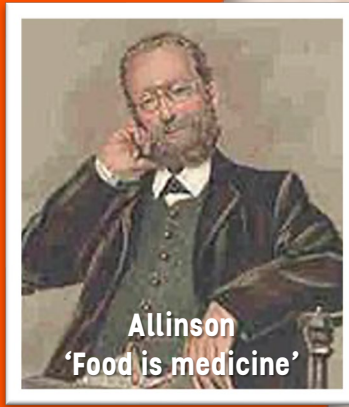
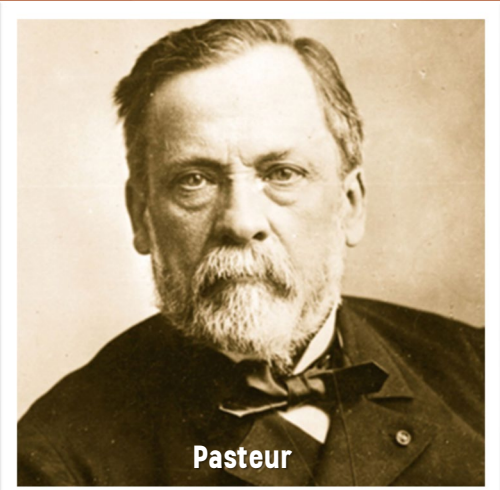




It isn't just heritage brands that can benefit from 'story digging' into history. As Marie Antoinette once famously remarked 'There is nothing new, except what has been forgotten'.

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## ***VICTORIAN ADDED VALUES***

### **The first great commercial era of Health and Wellness**

As we learned with Hovis, the late 19<sup>th</sup> Century is the first great era of Health and Wellness. Allinson, another bread brand pioneer believed that food was the only medicine we need and that pharmaceutical intervention was harmful.

Russian scientist Mechnikov thought the key to longevity lay in yoghurt and friendly bacteria. A follower of his even claimed that lack of good bacteria in the gut was the root of most illness and fasting and even yoghurt enemas were the cure. Not breakfast talk perhaps but that gentleman was the inventor of the cornflake, John Harvey Kellogg.

**These may have been extreme views but they are just the kind of claims that are common on the internet today. Fasting, vegetarianism, and a host of practices accepted as healthy today came from this era of robust Victorian values.**



## TEETOTAL RECALL

A movement to reduce or stop alcohol consumption is nothing new.

It falls hand in hand with an interest in health. It brings no surprises that the late 19<sup>th</sup> century also saw the rise of the temperance movement. Although temperance or abstinence of alcohol had been gaining traction since the 1800's it came to a peak in the UK and US in the late 19<sup>th</sup> and early 20<sup>th</sup> century.

In the US it eventually led to prohibition.



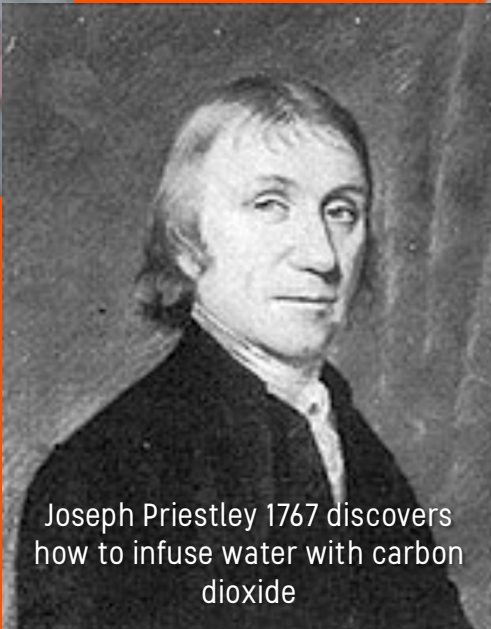
Temperance society offices in Blackfriars  
Road, London







Niederselters



Joseph Priestley 1767 discovers how to infuse water with carbon dioxide

## ***SPARKLING WITH HISTORY***

### **The origins of the modern soft drink**

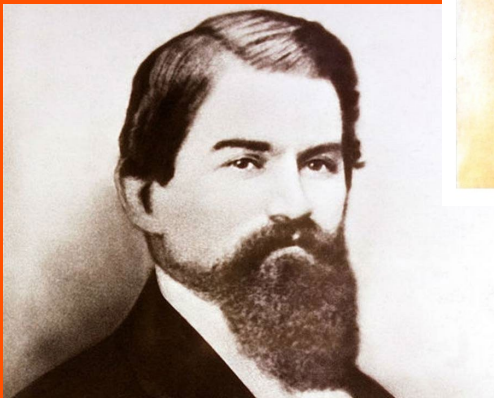
Mineral water and carbonated water in particular had been prized as a health giving cure since Roman times.

Naturally carbonated spring water was prized and bottled. The name 'seltzer' comes from the German spring Niederselters. Joseph Priestley had discovered how to carbonate water in 1767 and JJ Schveppes perfected the manufacturing process in 1783 creating a business still going today.

The 1890's saw a proliferation of 'aerated mineral waters' that were simply artificially carbonated waters seeking to associate themselves with the health giving properties of natural mineral water.

Just like today everything is in the name and descriptors are used to follow consumer trends. Back then carbonation itself became the fashion. To this was added both flavour and function.





Joseph Pemberton's coca and kola nut 'brain tonic', originally dispensed as a syrup in pharmacies.

## THE REAL THING

### Many modern soft drinks have medicinal roots

The famous Coca-Cola was originally a functional drink – fighting off fatigue with a combination of kola nut and coca leaf extract.

It's interesting that kola drinks had been popular in Britain, and especially in Scotland, for many years before Joseph Pemberton created his famous formula. His formula was originally sold from porcelain fountains as a syrup and carbonated water was added at soda fountains in pharmacies.

A syrup added to carbonated water became the model for thousands of drinks enabling them to be sold to bottlers and even exported in the form of the base syrup.

This is the model still used by Coca-Cola today. Lucrative businesses were created that supplied concentrated flavours and essences to bottling companies. One of the most famous in the UK was Duckworth's of Manchester.



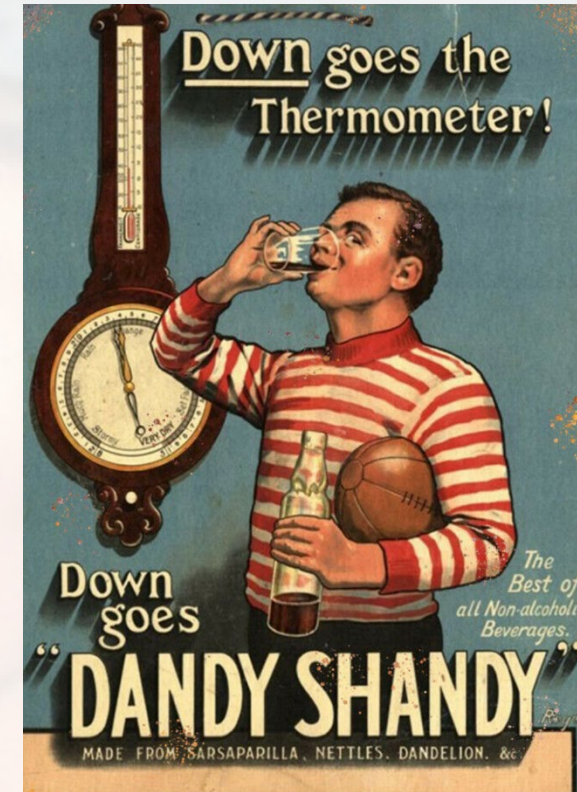
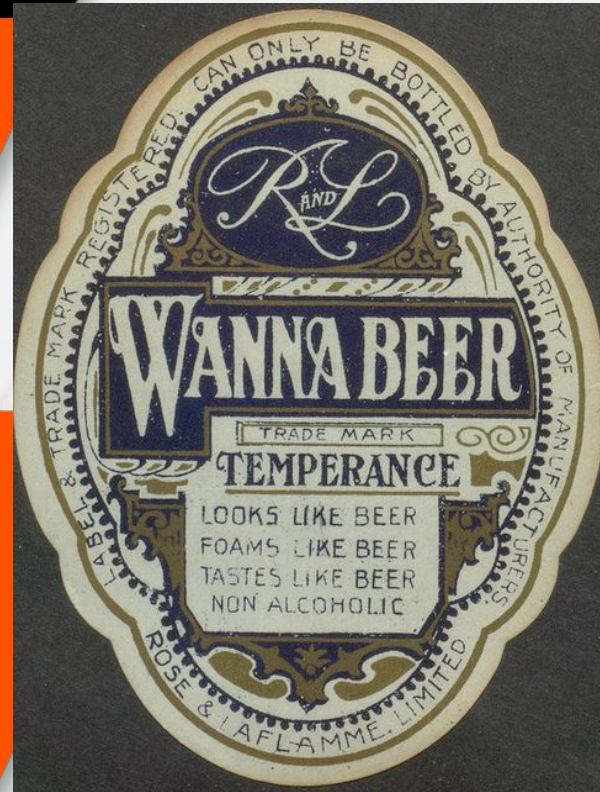
## REWRITING HISTORY

Here we include some of the labels from late 19<sup>th</sup> and early 20<sup>th</sup> century drinks showing how many of the descriptors were set to appeal to temperance attitudes.

‘Wanna Beer’ is a witty brand from Australia that clearly labels itself as a Temperance beverage. Yet it prides itself that it ‘Looks like beer, tastes like beer and foams like beer’.

Many mimic alcoholic categories like Dandelion Stout and Hop Ale but are clearly marked ‘non-alcoholic’ and ‘non-intoxicating’.

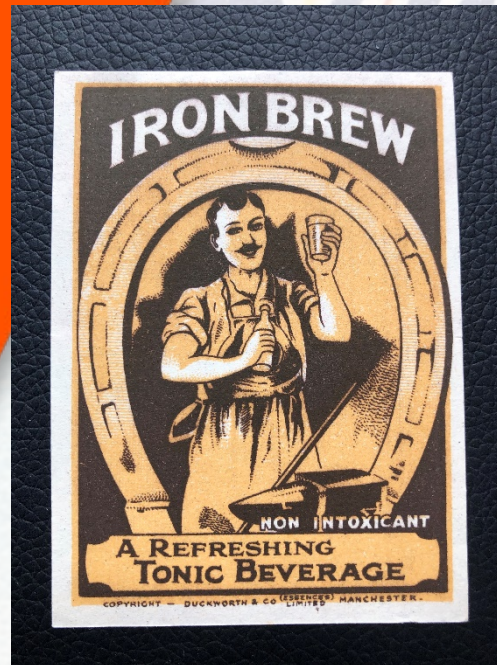
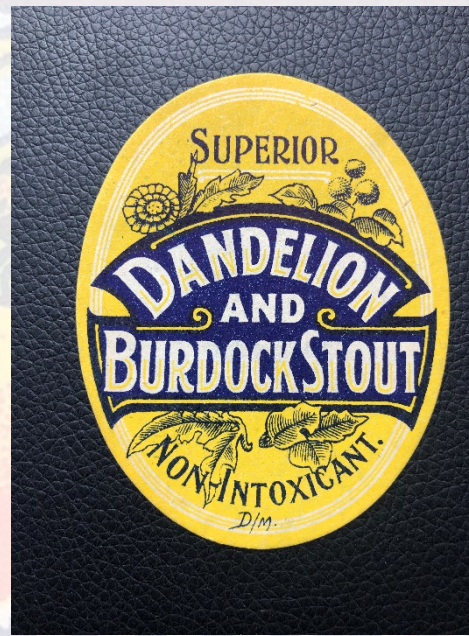
Other drinks bring function to the category such as ‘Kola Champagne. Or Dandy Shandy that ‘refreshes the body by purifying the blood’.





## MIMICKING THE MAINSTREAM

Just like in today's no and low alcohol movement, many vintage drinks copied the look, feel and language of alcoholic drinks of the time to create an alternative for the teetotaler.







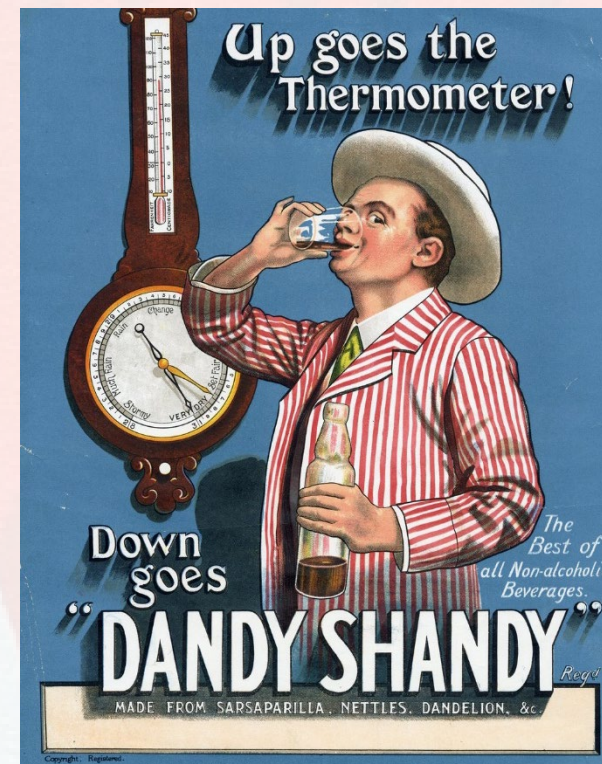
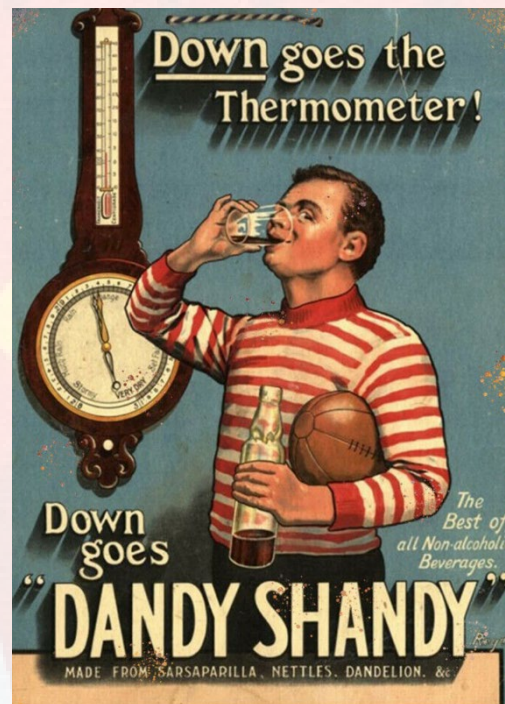
# THE OCCASIONAL DRINK

Early non-alcoholic drinks manufacturers knew the value of brand positioning, occasions and need states.

Many were developed for seasonal markets like this Dandy Shandy.

Made from nettles, sarsaparilla and dandelion they subtly position it as a refreshing drink for both winter and summer.

**EPiK**





## A FLAVOUR OF THE PAST

Companies like Duckworth's Of Manchester functioned like modern flavour houses supplying inventive flavours and other natural additions and botanicals to create new experiences in taste and mouth feel.

Small producers could choose from hundreds of flavours.





As a company creating and producing NoLo's we are fascinated with these approaches from the past.

We are stimulated by long lost and forgotten products. For us these exercises are not just nostalgic journeys into the past, they can add to our understanding of production processes and ingredients and provide us with so much inspiration for product innovation today.

Opposite is Eceaux, our latest NoLo creation, inspired by the legendary café culture of Europe from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.

## THE ECEAUX OF CAFÉ CULTURE





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