

nerv

MAKE IT HAPPEN



START YOUR JOURNEY



You're ready to dive into the dynamic world of the drinks industry, where every sip tells a story, and every brand has a unique identity.

And you're doing it with your own hard-earned money on the line. It's exhilarating, it's nerve-wracking, and it's one heck of a journey.

That's where we come in.

With decades of experience and a dash of entrepreneurial spirit, we're your co-pilot, and we've got your back.

We don't just focus on deliverables; we're obsessed with outcomes. Our process isn't a one-size-fits-all; it's a bespoke journey tailored to your unique vision, and your unique story.

We don't just walk the walk; we make it happen.

So, grab a seat at the bar, pour yourself a drink, and let's embark on this adventure together.

MAKE IT HAPPEN

OUR RECIPE

We've spent decades developing our expertise in fields like Market Research, Advertising, Innovation, Ecommerce, Management Consulting, Sales, Distribution, and Product Development, and we've got the perfect blend of skills to bring new drinks brands to life.

Our base ingredient is always RESEARCH.

We use research to inform what we should do and why. It gives us the ingredients to make better informed decisions.



Our research surfaces the data and insights we need to enable us to build your **Strategy Platform**; something that is unique to each client and each project.

PRODUCT, BRANDING and SALES get all the attention but without a well researched strategy to guide them, they are relying on luck to succeed.

Throughout a project, our role is to present you (our client) with recommendations based in facts, and challenge you to make choices.

We work together, but you are always the decision maker.

MAKE IT HAPPEN

RESEARCH

Behind every great product is a wealth of knowledge. We dig deep to uncover market insights, competitor secrets, and consumer desires. We leave no stone unturned to transform your idea into a well-informed strategy.

PRODUCT

Crafting a delicious drink is an art, and we're masters of the craft. From flavour profiling to ingredient sourcing, we meticulously develop products that not only meet regulatory standards but also tantalise taste buds.

YOUR IDEA. OUR EXPERTISE.

BRANDING

This isn't about graphic design. From the name you choose, to your logo, your label, your packaging and your website, this is how you meet the world. We infuse distinctiveness into every element to give you the best chance of a lasting first impression.

SALES

Launching a product is just the beginning. Our Sales expertise guides your go-to-market strategy, helping you reach the right audience, secure listings, and build awareness. It's about more than selling; it's about building and sustaining success.

RESEARCH

WEEK 1-2

1. CAPABILITIES

We begin by understanding your goals, experiences, and capabilities.

What are your ambitions and motivations for the business you are starting?

What experience do you have running a business?

What skills will you need to fulfil these ambitions?

Who do you have around you for support?

How do you visualise success?

By aligning with your aspirations, we lay the foundation for a strategy that's uniquely yours.

2. CATEGORY

We explore and interrogate the category you are looking to break into, identifying the trends, opportunities and challenges that you need to pay attention to.

How has the category performed against historical growth forecasting? And how is it forecast to grow now?

What consumer trends are impacting this?

How have new entrants been performing?

What are the opportunities and challenges?

These insights help us position your brand and set performance benchmarks.

CONSUMER TRENDS

Relevant behaviours and attitudes we should consider

HEALTH CONSCIOUSNESS

- Consumers are becoming increasingly aware of their dietary habits. There's a growing demand for clean-label, natural, and organic products. Vegan and plant-based products fit into this trend as they are often perceived as healthier and more natural.

SUSTAINABILITY

- Consumers are showing greater concern for the environment. They are looking for brands that emphasize sustainable

CONVENIENCE

- The fast pace of modern life has increased demand for convenience foods. Ready-to-drink products like iced coffee meet this need by offering a high-quality, convenient alternative to brewing at home or buying from a coffee shop.

PREMIUMISATION

- Demand for premium, specialty, and craft products is growing. Consumers are willing to pay more for products that

COMPETITOR LANDSCAPE

Branding



In the haste to taste, strategy often takes a backseat.

We combine research capabilities, industry knowledge, and sector experience to collate the trends exercising the greatest influence over a category and we compile a competitor

set based on competitors of a similar size, portfolio and trajectory.

We evaluate all of this information to produce a set of recommendations for how your new brand can position in its category to be distinctive and appeal to a target audience.

3. COMPETITORS

We dissect your direct (same category) and indirect (adjacent categories) competitors. We analyse multiple factors to create a competitor set against which we can benchmark your brand's performance.

Who are your specific competitors?

How do their positioning, packaging, pricing, distribution channels, and marketing strategies compare?

What makes your product different and how will your brand stand out?

By understanding what sets you apart, we ensure your brand shines in a sea of rivals.

4. CUSTOMERS

We define your target audience - demographics, values, preferences, behaviours - creating marketing personas that resonate.

What is a realistic target audience?

What are their values and preferences, and what motivates their behaviour?

How can we position your brand to them and engage them with your brand story, packaging and messaging?

We use this to craft compelling brand stories, packaging, and messaging.

MARKETING PERSONA 2

EXPLORER EVE



DEMOGRAPHICS

- ♦ Eve is a 44-year-old freelance writer living in Edinburgh.
- ♦ She writes mainly about luxury travel and food and is often a guest on TV news channels.

BEHAVIOUR

- ♦ Regularly attends classes and approaches to
- ♦ Loves to try trends and experiences
- ♦ Reads health magazines and health trend media.

POSITIONING

Reaching and engaging with the target audience

♦ (WHO)

For mindful consumers,
(PROBLEM)

...seeking a scientifically-backed, convenient solution to their gut health
(SOLUTION)

...(our brand) is a delicious, natural, and effective choice.

(DIFFERENCE / UNLIKE)

Crafted by a pharmacist,
(ADVANTAGE)

...and containing only natural ingredients. (our drink) doesn't compromise

PRODUCT

WEEK 3-8

Creating your perfect beverage is an intricate journey, and we walk every step with you, holding your hand throughout.

Our recipe developers are award-winning, and based on the insights generated by our research they will begin to source the ingredients to accurately replicate the flavours you are seeking to produce,

ensuring that these comply with all legislative standards across both the UK and EU markets.

But this process isn't just about mixing ingredients; it's a collaborative, iterative adventure that results in recommendations, reassurance, and expert advice to ensure your vision becomes a reality.

1. RECIPE DESIGN

We blend art and science to create a drink that will exceed your expectations.

We don't just mix ingredients; we transform your concept into a delicious reality that will stand out in the market, resonate with your brand identity and captivate your audience's palette.

This is a collaborative process, where we exchange ideas and explore possibilities together and where you are part of every decision and every taste test.

Because every sip should be a memorable experience.

nerv SPARKLING HIBISCUS	
RECIPE	
MATERIALS	
PART NUMBER	Ingredients
8.15058	Pineapple juice concentrate
Canned Ginger Juice/Extra	Ginger juice
2.95414	
2.04536	Hibiscus powder extract (re)
DFI-059255	BIO Agave Syrup, bright 76°
2.01266	Citric Acid, Anhydrous
603938	Pineapple flavouring NAT 2.0
5.80950.112	Ginger flavouring, NAT 60393
	Clove extract NAT 5.80950.112
	Water - up to final volume

LIQUID SPECIFICATION:

PH

BRIX

Quality parameters to be set by...

2. SAMPLING

In the world of beverage creation, precision is paramount and we provide three rounds of iterative recipe sampling. You take the role of the ultimate taste-tester, selecting your preference at each stage and together we move your recipe from concept to production-ready. Our approach is simple yet effective: we craft your recipe to meet your specific brief, selecting the most appropriate commercially available ingredients from a range of suppliers in our network.

3. SUPPLY CHAIN

Navigating the intricacies of the beverage industry requires a steady hand and meticulous planning. We work closely with you to identify the most appropriate co-packer for your beverage taking account of factors like ingredient specifics and order quantities. We leave no stone unturned in guaranteeing that your product is manufactured efficiently and cost-effectively, without compromising on quality.

4. PRICING

With the final recipe in hand, we develop pricing models for all channels - D2C, B2C, and distribution.

We factor in margins, recommended retail prices, and target profitability. Our pricing strategies ensure your beverage not only tastes great but also sells profitably through various channels - D2C, B2C, and distribution.



BRANDING



There’s no room for ambiguity in branding. You need a partner who not only understands the nuances of the market but also has the authority to guide you confidently. Our process isn’t just about design; it’s about crafting a brand identity that commands attention, even in a crowded industry.

1. NAMING

Naming your product is like naming your firstborn - and our naming process is designed to simplify this daunting task. We take your ideas and aspirations, mix them with our industry expertise, and distil them into brand names tailored towards your target audience.

But we don’t stop at brainstorming catchy names. We navigate the complex world of trademarks with precision, doing the legwork to ensure your shortlist of names is also legally sound.

We’ll guide you through a process of scoring each name against a set of criteria that matter most to your target audience, putting you in the driver’s seat of this important branding decision.

We leverage the insights from our in-depth Research, combining category expertise, customer understanding, and competitor analysis, to shape every facet of your brand. We’ll transform your vision into a brand that not only stands out but also leaves a lasting impact.

BRAND NAMES

1-7

NAME	F-D / I / Exp / Ev	DISTINCTIVENESS	DEPTH	B
BREWHAHA	Ev			
BEAN THERE	Ev			
OAT OF THIS WORLD	Ev			
OATIS	Ev			
ROASTBUSTERS	FD / Ev			
BREWTFUL	Ev			
BREWTY	Ev			

PERSONALITY youthful | energetic | vibrant | confident

2. LOGO

Armed with the shortlist of names, we embark on a journey through design. Considering your unique position in the market, we analyse your competition and study category trends to determine what will make your logo stand out.

Our process is iterative, collaborative and all about you making your mark in an industry you're passionate about.

3. BRAND STORY

Your brand needs to tell a story that connects with your audience on a personal level. We unearth the emotions, values, and personality that make your brand unique. Then, we weave these elements into a captivating narrative that humanises your brand. Through storytelling, we ensure that your brand doesn't just exist in the market; it lives in the hearts and minds of your consumers.

4. PACKAGING

Packaging can be your brand's silent salesman. We imagine your bottle or can as a billboard, and your label as the campaign poster. This way, when your product hits the market, it's not just another item on the shelf; it's a captivating story with impact and credibility just waiting to be explored, even by those brand-new to the category.

THIS IS SKINNY

Cocktails with fewer consequences

We present three design routes for your consideration and with each cycle, we synthesise your feedback and insights, refining the design until it aligns perfectly with your brand's essence. In the end, you'll have a logo that not only reflects your brand but also resonates with your audience.



SALES

WEEK 7-12

Discovering opportunities and charting a course to success demands both expertise and decisive action.

Our approach to Sales & Marketing is deeply influenced by our comprehensive category, competitor and customer research.

1. PRICING

Price isn't a number picked at random to fit in alongside competitors.

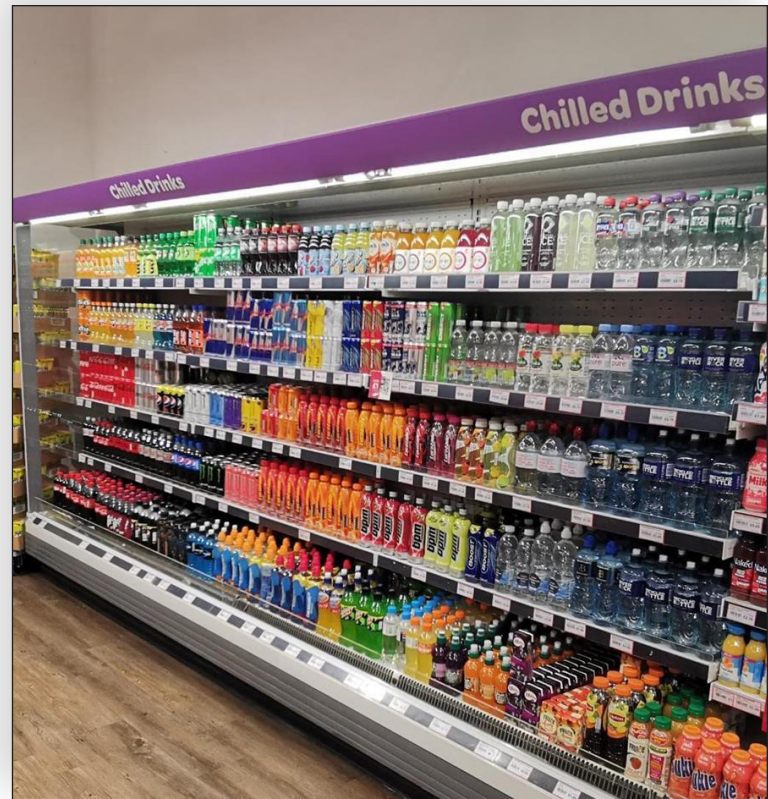
It's the strategic cornerstone that underpins your brand's identity and business viability and we approach it with meticulous research, positioning expertise, and a commitment to building a credible business model.

This approach brings rigour and credibility to your business model.

Whether you're prioritising revenue growth or rapid market penetration, we ensure that your pricing is not just a number but a strategic tool that builds customer loyalty and propels your brand forward with confidence.

We can develop campaigns that can elevate your brand, connect you with your target audience, and drive your success in the industry.

It's not just about entering a category; it's about being distinctive enough to conquer it, and we're here to lead the charge.



2. DISTRIBUTION

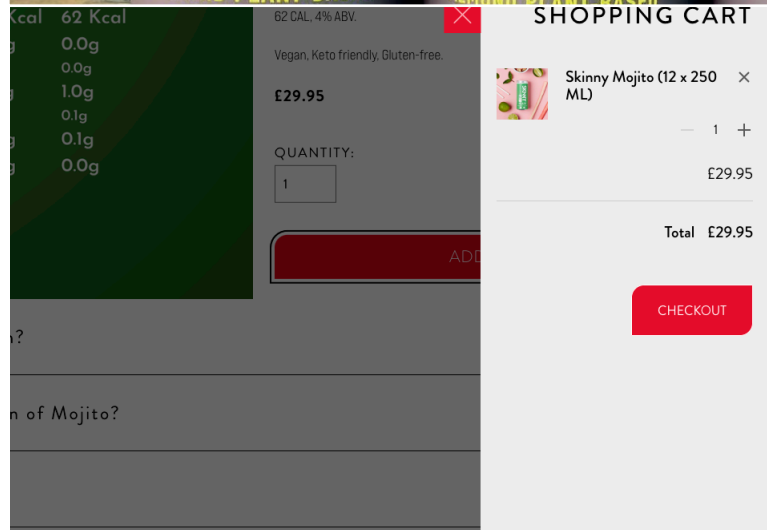
Your product's journey to the market hinges on effective distribution. Our industry contacts and network open doors that would otherwise remain shut and we leverage these connections to create valuable opportunities for your brand. Through wholesalers and distributors, we facilitate seamless introductions to retailers, ensuring your product is actively promoted to their members to expand your market presence at scale and with authority.

3. MARKETING

Marketing is about more than awareness; it's about impact. Whether your target audience is the end-consumer or trade channels, our marketing strategies are laser-focused and translate into compelling campaigns that create buzz and demand action. From identifying the right buyers for sample mailings, to delivering persuasive pitches to distributors and on-trade chains, we ensure your brand enters the market with impact and makes an unforgettable impression.

4. ECOMMERCE

Your website isn't just a checkbox; it's the culmination of our strategic efforts, an invaluable business asset that propels you forward in the industry. It's the digital storefront that emerges from our brand-building expertise. Here, your brand story takes centre stage, engaging visitors, and converting them into loyal customers. It's not simply the place where D2C sales flourish, it's also where wholesale and distribution buyers perform due diligence with confidence.



TIMELINE

Our process is your roadmap to success, carefully distilled over decades of industry expertise and entrepreneurial spirit. Over 12 weeks, we'll take you from the initial spark of an idea to clinking glasses in celebration.

Research: It all begins with understanding your category, competitors, and customers – the vital ingredients that shape your brand strategy.

Product: Crafting your signature drink is an art and a science. We source ingredients, develop recipes, and ensure your product meets all the legal requirements.

Branding: We bring your brand to life with a distinctive name, logo, brand story, and packaging that captivates your audience.

E-commerce: Your digital home base, where your brand story comes alive, and transactions become tangible.

Sales: We strategise and execute go-to-market plans, forging paths to retailers, distributors, and wholesalers, ensuring your brand gets the attention it deserves.

Production: Introducing you to the perfect co-packer, sealing the deal, and bringing your brand to the masses.

Cheers to the journey ahead.

LET'S MAKE IT HAPPEN

WEEK 1-2

STRATEGY

RESEARCH

PRODUCT

BRANDING

ECOMMERCE

SALES

CO-PACKING





WEEK 3-4

WEEK 5-6

WEEK 7-8

WEEK 9-10

WEEK 11-12

POSITIONING

RECIPE

SAMPLING

SUPPLY CHAIN

NAME

LOGO

BRAND STORY

PACKAGING

WEBSITE DESIGN & BUILD

PRICING

DISTRIBUTION

MARKETING

PRODUCTION

OUR TEAM

Meet the masterminds behind the magic.

Cynan, Jan and Rachael lead the Branding, Sales and Product teams at nerv that make it happen.

Individually they are masters of their fields.

Together, they are an unstoppable creative force with decades of experience that they use to make unforgettable brands come to life.



CYNAN CLUCAS

MANAGING DIRECTOR



BRANDING & STRATEGY

30 years experience

Global marketing, advertising and management consulting expertise. Extracting and applying actionable insights from customer behaviours, competitor benchmarks, market data and consumer trends to identify how and where to move the needle to achieve objectives and key results.

JANECZKA LE PORT-TANAKA

CLIENT BUSINESS DIRECTOR



SALES & DISTRIBUTION

15 years experience

Devising effective sales and marketing strategies with primary focus on the drinks industry for both trade and consumers. Working with premium brands such as Dom Perignon, Moet&Chandon, Veuve Cliquot, Belvedere, Hennessy and Kraken.

RACHAEL BROWN

HEAD OF PRODUCT DEVELOPMENT



PRODUCT DEVELOPMENT

15 years experience

Rachael is a highly respected developer of quality food and beverage products, many of which have gone on to win prestigious awards. She has broad knowledge of the entire development chain including legislation and compliance, the ingredient supply chain, and blending and packing processes.

BRANDS WE'VE



WORKED WITH

TED BAKER®
LONDON

RF ROCCO
FORTE
HOTELS

MOËT & CHANDON
Fondé en 1743

R Rude
WINES

Sci-MX™
NUTRITION

kraft foods
Make today delicious

MOLSON
Coors

FACCENDA

CHAMPAGNE
Veuve Clicquot



+44 (0)207 060 2349



contact@nerv.co.uk



nerv.co.uk



@nerv



London Office
245 Eversholt St, London, NW1 1BA

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