

James Espey OBE invests in Scottish Non Alcoholic Drink Slange Var

Slange Var, the Glasgow non alcoholic drinks company has announced that James Espey OBE has joined them as an investor.



Glasgow, Dec 12, 2018 (Issuewire.com) - James Espey OBE invests in Non-Alcoholic Drink Slange Var

Slange Var, a Scottish Drinks Company, announced today that James Espey, one of the drink sector's most successful brand marketers, is offering his backing and support to nonalcoholic drink company, Slange Var.

James was awarded an OBE for Services to the Whisky Industry in 2013. He has spent his entire career creating and developing brands including Piat D'or, Malibu, The Classic Malts, Johnnie Walker Blue Label, and Chivas Regal 18, amongst others.

James Espey OBE said: "Slange Var has excellent potential in the UK as well as key export markets in India and Asia. Slange Var is a non-alcoholic drink that fits a gap in the market for many millennials who are either drinking less or not at all. They are looking for more sophisticated alternatives to the

traditional non-alcoholic offerings from the drinks industry. Slange Var compares very favorably with other soft drinks in terms of nutritional and calorific values, as it contains only 15 calories per 150ml serving."

Based in Glasgow, UK Slange Var provides a non-alcoholic drink for customers wanting to drink mindfully or cut back on alcohol. Slange Var is a combination of fresh lime and warm ginger, with Scottish honey. It can be served on its own, in a spritzer or in a mocktail, for those that fancy a tippie it works well with a mixer or with a wide variety of spirits.

James Espey OBE said: "Personally, I prefer to keep it simple when drinking Slange Var. I have it on the rocks, which means I can enjoy a crisp, refreshing drink but still get on with driving, sailing or skiing with a clear head."

Slange Var name originates from the traditional Scottish Gaelic toast. In Scotland when raising a glass to say 'cheers' people say Slàinte mhath which is pronounced slan-ge-var. James Espey OBE said: "The name is very important to me. I think Sarah has nailed it here. Slange Var is so evocative and sophisticated sounding while tying in nicely with the culture and heritage of the ingredients and environment.

Sarah Dougan, Founder, of Slange Var: "We are absolutely delighted to have James's support. James has an eye for drinks with potential and has developed a number of hugely successful brands."

Slange Var can be ordered online at SlangeVar.com. Slange Var can be enjoyed neat; on the rocks, as the base ingredient in a mocktail; or as a boosting flavour with spirits. Slange Var currently employs a small team and has plans to hire more. In January 2019 the company is expected to deliver our first production of 1000 bottles.

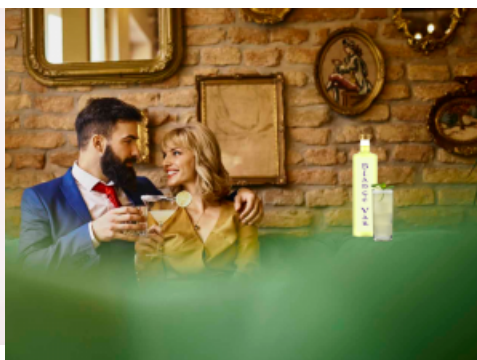
For more information contact: Sarah Dougan 07950 198227 sarah@slangevar.com

Photography available to download

here: https://drive.google.com/drive/folders/1Gy_RYLn_Vx2rQ0NhoT163p4jHH2hF8vU?usp=sharing

About Slange Var

Slange Var is a Scottish Drinks Company company based in Glasgow and founded by Sarah Dougan, in 2016 to help customers drink mindfully by creating a grown up drink that is both also alcohol-free low in sugar. Our mission at Slange Var is to create a world where non-drinkers part of the party.



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