

Posh Squash quenches thirst for natural drinks reports Waitrose



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Press Release Author = [Waitrose](#)

Industry = [Retail](#)

Press Release Summary = **Waitrose reports a 17% rise in sales of cordials designed for adults which contain natural ingredients and reflect more traditional British flavours.**

Press Release Body = Adults are getting cordial with grown up posh squash, according to national retailer **Waitrose**, which has 183 outlets across the UK.

Cordials designed for adults are growing at the rate of 17% year on year - far outstripping the growth levels of traditional kid's squashes, research by **Waitrose** (<http://www.waitrose.com>) concluded.

Waitrose attributes the surge in sales to 'designated driver' dinner guests looking for a non alcoholic, yet refined alternative to wine to go with their meal. Gym goers have also been identified as part of the trend by looking to hydrate themselves with something tastier than water after a work out session.

The rise in sales of the cordials might also relate to older shoppers feeling nostalgic towards the flavours of their childhoods and their desire to avoid fizzy drinks. The most popular adult cordials are the more traditional flavours with elderflower and ginger generating 50% of total posh squash sales.

Elderflower tops the posh squash charts with 38% of sales and featuring in three out of five of the top squashes. Ginger is also a hit with 12% of total sales.

Many of the cordials (<http://www.waitrose.com>) are made in the UK by British brands and have a high fruit content for a full flavour and have less of a reliance on artificial flavourings and sweeteners. Some shoppers are also opting for squashes that have been ethically produced and use organic (<http://www.waitrose.com>) ingredients.

Sales of squashes containing so called "**superfoods**" (<http://www.waitrose.com>) which have been shown to have health benefits such as pomegranate have also risen.

Cordials are not just for drinking anymore either. There are many recipes (<http://www.waitrose.com/food/cookingandrecipes/index.aspx>) that use cordials as ingredients that can be found on the Waitrose website. Not just for sweet puddings, many cordial varieties can be used in savory dishes.

James Hodgson, Waitrose Cordial Buyer said:

"Cordials have really grown up with the adult palate in mind - gone are the days when they were just kid's stuff. Now a glass of cordial is the height of sophistication, with customers using adult cordials to mix cocktails and make desserts."

Web Site = <http://www.waitrose.com/>

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