

# WEBINAR: NOLO INNOVATION

## Exploring Opportunities in the No & Low Alcohol Drinks Sector

Thursday 15th July, 9:00am (UK)

**The NoLo alcohol drinks market has seen steep growth in a number of countries, presenting opportunities both for innovation and exports for businesses ready to ride this trend in healthier consumption.**

The Atlantic Area Healthy Food Eco-System (AHFES) is an Interreg funded project aiming at supporting food and drink SMEs in innovation, training and helping to bring health food and drink products to market successfully.

**Join this webinar, the latest in our series of Innovation & Inspiration events, to find out about:**

- Key drivers of this new and emerging category
- Consumer attitudes and behaviours
- Market data and trends
- Opportunities for innovation for healthy drink producers

To attend this webinar, please register in advance here:  
<https://us02web.zoom.us/meeting/register/tZwuf-yqqD0iHNG3OqQTnri6j3gB-YiME9Pr>

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