



wherefrom

January 2022

Ever so slightly damp January

How sustainable are your alcohol-free, soft drink options?

a wherefrom consumer perception report

It's Damp January this year because, on a technicality, a glass of wine may have passed my lips on a dark Thursday evening.

To be honest, I'd actually forgotten I'd even said I would do Dry January in the first place. Alas, we try again.

*For those of you who are NOT a sucker to their temptations like me *slaps wrist*, let's take a look at some alcohol-free, soft drinks, options to get you through this drab month.*

The idea of zero booze in January was actually born back in 1942 when the Finnish government launched a campaign called "Sober January" as part of its war effort against the Soviet Union. You Soviet you, hun. Haha. Ok. Anyway.

wherefrom is a platform where you can review products and brands based on their sustainability and ethicality efforts. Let's see how these brands were rated by wherefrom users.

EQUINOX
ORGANIC
KOMBUCHA

8.4



8.2

**TWELVE
BELOW**

8.1

WILLY'S

7.9



7.8



7.7

punchy

7.6



7.5

*Belvoir
Farm*

7.3



7.3



6.7



6.6



6.5



6.5



4.9

Scores are based on crowdsourced ratings out of 10. visit wherefrom.org for more.