PREPARED FOR

Orchavell Fen Drinks

Week of 23 November 2026

ILLUSTRATIVE PREVIEW · SOCIAL & SEARCH INTELLIGENCE

2	2	2	3	4
AWARDS	MARKET MOVES	OPPORTUNITIES	DATES AHEAD	SOCIAL SIGNALS

Hospitality buyers are planning winter menus and low-alcohol ranges. A wholesale listing, a seasonal buyer request and consumer discussion point to opportunities for small-format trials and clear product positioning.

THREE THINGS TO KNOW THIS WEEK

1 EARLY INDICATOR

Independent bar group C asks for seasonal low-alcohol suppliers

Prepare a tasting selection; confirm volumes, margin requirements and listing timetable.

2 PUBLIC REVIEW THEMES

Customers ask for less-sweet alcohol-free drinks

Test a dry flavour proposition with buyers and tasting feedback.

3 BUYER ANNOUNCEMENT

Hospitality group A expands winter menu options

Prepare product samples and serving suggestions aligned to the new menu.

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NEXT ON THE CALENDAR

03 DEC	Seasonal tasting submissions
10 DEC	Wholesale range review briefing
15 JAN	Illustrative seasonal listing review

01 Contract awards

Illustrative awards in your market

2 AWARDS

PUBLISHED	CONTRACT / BUYER	AWARDED TO	VALUE
16 NOV	**Seasonal drinks supply agreement** Hospitality group A	Beverage supplier A	£110k
19 NOV	**Alcohol-free range listing** Retail buying group B	Beverage supplier B	Value not stated

02 Market moves

What changed in the market and among competitors

2 ITEMS

18 NOV 2026
M01 · SIMULATED

BUYER ANNOUNCEMENT

Hospitality group A expands winter menu options

A fictional menu update adds a larger low- and no-alcohol selection.

POSSIBLE ACTION

Prepare product samples and serving suggestions aligned to the new menu.

20 NOV 2026
M02 · SIMULATED

COMPETITOR PRODUCT LAUNCH

Beverage supplier B launches a smaller format

A rival introduces single-serve alcohol-free aperitifs for on-trade venues.

POSSIBLE ACTION

Assess format, margin and stock handling before responding.

03 Live opportunities

Buyer-side changes worth a closer look

2 ITEMS

19 NOV 2026
O01 · SIMULATED

EARLY INDICATOR · BUYER POST

Independent bar group C asks for seasonal low-alcohol suppliers

A simulated public buyer request seeks a small trial range for winter menus.

POSSIBLE ACTION

Prepare a tasting selection; confirm volumes, margin requirements and listing timetable.

21 NOV 2026
O02 · SIMULATED

ILLUSTRATIVE SUPPLIER INVITATION

Wholesale buyer D invites sample submissions

A fictional buyer invites premium mixers and alcohol-free drinks for a January range review.

POSSIBLE ACTION

Submit a relevant range and logistics proposal only after validating the invitation.

04 Upcoming dates

Illustrative deadlines and events to plan around

3 DATES

1 2 3

TODAY

03 DEC — **Seasonal tasting submissions**
Independent bar group C · Prepare sample range and wholesale price list.

10 DEC — **Wholesale range review briefing**
Wholesale buyer D · Confirm supply terms and product documentation.

15 JAN — **Illustrative seasonal listing review**
Retail buying group B · Monitor assortment changes.

05 Social & search intelligence

What buyers and competitors are discussing

4 SIGNALS

PREVIEW · Simulated social posts, video/podcast passages and search questions. No live monitoring results or measured search demand.

18 NOV 2026
S01 · SIMULATED

SHORT-FORM VIDEO · SIMULATED

Rival promotes a low-alcohol winter serve

A fictional brand video demonstrates a simple seasonal cocktail format for hospitality menus.

POSSIBLE ACTION

Develop a distinct serve recipe and validate its preparation time.

19 NOV 2026
S02 · SIMULATED

PUBLIC REVIEW THEMES · SIMULATED

Customers ask for less-sweet alcohol-free drinks

A constructed sample highlights preference for dry flavour profiles and clear ingredients. It is not representative market research.

POSSIBLE ACTION

Test a dry flavour proposition with buyers and tasting feedback.

20 NOV 2026
S03 · SIMULATED

PROFESSIONAL NETWORK · BUYER DISCUSSION

Bar managers discuss small-format trial listings

A fictional conversation describes space limits and the need to minimise opened-stock waste.

POSSIBLE ACTION

Consider a low-risk trial pack with clear storage guidance.

22 NOV 2026
S04 · SIMULATED

SEARCH QUESTIONS · SIMULATED

Consumers ask for alcohol-free festive serves

Illustrative queries include “dry alcohol-free aperitif” and “low-alcohol winter cocktail”.

POSSIBLE ACTION

Provide serving ideas and buyer-ready product materials; no actual demand growth is claimed.

06 What this could mean

Implications and possible next steps

4 POINTS

1 Prepare a seasonal sample range

Use **O01** and the illustrative 3 December date to prioritise suitable products.

2 Assess wholesale listing fit

Review **O02** and prepare logistics, margin and product documentation.

3 Test a less-sweet proposition

Use S**02** and S**04** to design a small buyer feedbac**k** exercise.

4 Reduce listing risk

Connect M**02** and S**03** to consider smaller formats and clear stoc**k** guidance.

07 Sources

Illustrative evidence register — not external publications

13 RECORDS

A01 SIMULATED AWARD NOTICE
Seasonal drinks supply agreement

A02 SIMULATED AWARD NOTICE
Alcohol-free range listing

M01 BUYER ANNOUNCEMENT
Hospitality group A expands winter menu options

M02 COMPETITOR PRODUCT LAUNCH
Beverage supplier B launches a smaller format

O01 EARLY INDICATOR · BUYER POST
Independent bar group C asks for seasonal low-alcohol suppliers

O02 ILLUSTRATIVE SUPPLIER INVITATION
Wholesale buyer D invites sample submissions

D01 SIMULATED CALENDAR RECORD
Seasonal tasting submissions

D02 SIMULATED CALENDAR RECORD
Wholesale range review briefing

D03 SIMULATED CALENDAR RECORD
Illustrative seasonal listing review

S01 SHORT-FORM VIDEO · SIMULATED
Rival promotes a low-alcohol winter serve

S02 PUBLIC REVIEW THEMES · SIMULATED
Customers ask for less-sweet alcohol-free drinks

S03 PROFESSIONAL NETWORK · BUYER DISCUSSION
Bar managers discuss small-format trial listings

S04 SEARCH QUESTIONS · SIMULATED
Consumers ask for alcohol-free festive serves

IMPORTANT INFORMATION

This entire report is synthetic and illustrates a proposed service format. All buyers, suppliers, awards, values, dates, discussions, transcript timestamps and search questions are invented for demonstration. No genuine social post, customer relationship, buying requirement or market measurement is represented. No live source links are provided. The new Social & Search module is a preview under development. Actual briefs use permitted sources, evidence links and client-specific coverage; availability varies by platform.