

# WOMEN IN THE FOOD INDUSTRY

# The New Generation of Drinks Leaders – Women Shaping the Future of Drinks

- **Founder Led**
- **Purposefully Driven**
- **Community Focused**
- **Commercially Sharp**



The poster features a yellow background. At the top left, there are three dominoes. At the top right is the 'SEEN LEWISHAM' logo, with 'SEEN' in green and 'LEWISHAM' in black, and a colorful circular icon. The main title 'DOMINOES & DARLINGS' is in large, bold, black letters. Below it, 'LGBTQ+ WOMEN + NB EDITION' is in smaller, bold, black letters. A subtitle reads: 'Broadway Theatre and Kromanti host their inclusive dominoes night rooted in culture and community.' The center of the poster contains three vertical photographs: a woman with curly hair leaning over a table with dominoes, two women sitting at a table with drinks, and a woman with long blonde hair and glasses smiling. At the bottom, there are logos for 'KROMANTI BROADWAY' and 'NVRCH MOVEMENT'.

**SEEN LEWISHAM**

## DOMINOES & DARLINGS

**LGBTQ+ WOMEN + NB EDITION**

Broadway Theatre and Kromanti host their inclusive dominoes night rooted in culture and community.

**KROMANTI BROADWAY**

**NVRCH MOVEMENT**

# Three Women I've Learned From

- Camille Vidal –  
Champion of natural  
& independent drinks
- Anna Chalov –  
Kombucha &  
fermentation  
innovation
- Toni Osoba –  
Wine buyer, trend  
forecaster





# More inspiring Women

## Amanda Thompson – Noughty AF

- The woman who normalised not drinking alcohol
- One of world's first premium alcohol-free wines
- Sold in major UK supermarkets
- Built global category



# More inspiring Women

## Vaani Vetriko – Neitiv Coconut Flower Beer

- Functional drinks for modern lifestyles
- Science-backed
- Health-led innovation
- Designed for everyday



# More inspiring Women

## Danielle David – Kromanti Rum

- Reclaiming Caribbean Rum Heritage
- Small batch
- Cultural Storytelling
- Premium positioning





# More inspiring Women

## Praisyl Dlamini – Amandla Wine

- Turning heritage into a modern wine brand
- South African roots
- Celebrates culture & empowerment
- Purpose + premium positioning



# What Links All These Women?

- Solving real problems
- Strong brand stories
- Clear consumer target
- Commercial ambition





# What this means for buyers?

## Opportunity is changing shape

- Growth in AF & moderation
- Demand for authenticity
- Shoppers seeking meaning



# The commercial case

- Faster growing subcategories
- Highly engaged shoppers
- Strong repeat purchase





# How buyers can lead

- Take more discovery meetings
- Trial new brands
- Support challenger launches





**womeninthefoodindustry.com**