

# 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

**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** NON-BINARY

# 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

## Praisy 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](http://womeninthefoodindustry.com)