

SHS Drinks expands portfolio with acquisition of Shandy Shack

09 December 2024 | News

This new partnership promises to step-change Shandy Shack's already strong current growth, helping it to better reach the 40 per cent of adults seeking to moderate their alcohol consumption with balanced, enjoyable options



This new partnership promises to step-change Shandy Shack's already strong current growth, helping it to better reach the 40 per cent of adults seeking to moderate their alcohol consumption with balanced, enjoyable options

SHS Drinks announced the acquisition of Shandy Shack, a pioneering brand in the mid-strength ABV beer space. This new partnership promises to step-change Shandy Shack's already strong current growth, helping it to better reach the 40 per cent of adults seeking to moderate their alcohol consumption with balanced, enjoyable options.

Since 2021, Shandy Shack has won numerous awards for product quality, including six Great Taste stars across four products. The brand has achieved widespread mainstream media attention and secured significant distribution partnerships.

Before the acquisition, SHS Drinks and Shandy Shack collaborated to create the popular Raspberry Lager using bottlegreen's Raspberry Cordial. The product launched in June 2024 and featured integrated bottlegreen branding on Shandy Shack's packaging, along with joint promotional efforts across social media.

Andy Morris-Jinks, Managing Director of SHS Drinks, said: "We are excited to welcome Shandy Shack into our brand family. The mid-strength ABV market is seeing rapid growth as consumers seek options for low-tempo, relaxed socialising. Shandy Shack's innovative and award-winning product range aligns perfectly with our vision for broadening our consumer base and tapping into emerging market trends."