



Feel The Fire. Sell The Vibe.

Zimma is a premium, real-ginger shot built for the UK's fastest-growing functional drinks category — and for the daily ritual that keeps shoppers coming back for more.

FEEL THE FIRE. LOVE THE VIBE.



£100M

UK functional shots
category value

47%

3-year category growth
(CAGR)

130M

shots bought in the UK last
year

44%

repeat-purchase rate seen
by category leaders

Source: BevNET, UK Functional Shots Market Report, 2026 — figures for the wider category, provided for market context.

THE PRODUCT

Zimma Ginger — The Original Fiery Ginger Shot

A 100ml single-shot bottle for a daily ritual — real ginger, citrus and a calibrated cayenne kick, in a pack built to stand out on shelf.

16 kcal per shot · 0g fat · a source of Vitamin C · 100% natural ingredients

Ginger (28%), Lemon Juice, Lime Juice, Honey, Cayenne Pepper Extract, Water.

DRAFT: confirm final ingredient order/qty % & allergen wording with your manufacturer before printing or sharing with buyers.

WHY RETAILERS CHOOSE ZIMMA

- ✓ **Built for repeat purchase.** A daily-ritual product in a category already outperforming standard chilled juice on repeat rate.
- ✓ **Genuinely differentiated.** Real ginger heat and a distinctive cayenne kick — not another bland commodity shot.
- ✓ **Zero spoilage risk, sold your way.** Ambient-stable up to 12 months — order ahead, hold stock with confidence, then merchandise ambient or chilled to suit your fixture.
- ✓ **Multi-occasion versatility.** Works neat, or as a recipe ingredient — dressings, marinades, mixers — extending use beyond one moment a day.
- ✓ **Margin built for promotion.** RRP set with headroom for a value offer or multibuy without eroding your margin.

PRODUCT SPECIFICATION

Format	100ml glass bottle, single shot	Barcode (EAN-13)	5 065009 455065
Net Quantity	100ml e	Storage	Ambient — no cold chain required. Best served chilled.
Case Pack	[CONFIRM — units per case]	Shelf Life	Up to 12 months, ambient
Allergens	None of the 14 major allergens	Certifications	None currently held — TBC

£3.49

UK RRP (100ML)

£1.95

WHOLESALE / DIRECT RETAIL
PRICE

£1.70

DISTRIBUTOR PRICE

~44%

RETAILER MARGIN AT RRP

Indicative UK guide prices for initial discussion — final trade terms confirmed at contract stage. RRP set with headroom for retailer-led promotions. Comparable single-serve functional shots retail at £2.29–£3.49 for 60–70ml; Zimma's 100ml format leads on price-per-100ml value.

Let's Talk Territory & Terms.

Minimum order quantities and territory availability available on request
— UK and international enquiries welcome.

hello@zimmaworld.com · www.zimmaworld.com



Scan for the trade pack

