

j A G A



NOOTROPIC SODAS + 0% COCKTAILS



0% NOOTROPIC WATERMELON PICANTE COCKTAIL



0% NOOTROPIC MEXICAN LIME & MINT MOJITO

0% NOOTROPIC POMELO & PASSION FRUIT GREYHOUND

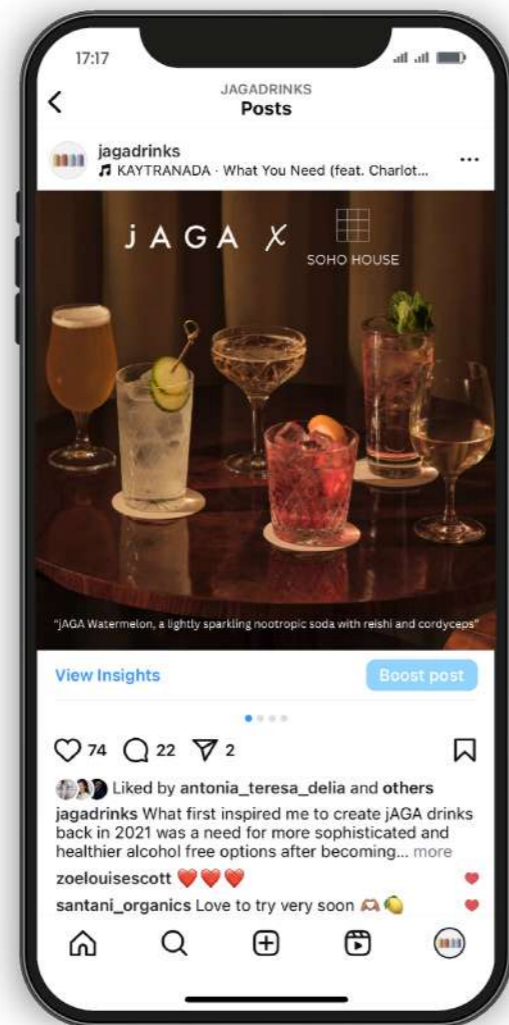




0% NOOTROPIC CRUSHED MIXED BERRY COCKTAIL

jAGA drinks are designed to fuel your day and be savored by night - celebrating a lifestyle that's both vibrant and mindful.

It is so inspiring and exciting to see places like Soho House embracing inclusivity for non-alcoholic drinkers. We are thrilled to be included in their journey, for paving the way for change, offering options that cater to people in the sober and sober-curious community.



Featured 22nd November 2024





MEET OUR FOUNDERS - LISA & LEE JEFFRIES

MEET OUR USA FOUNDER - STEVE LAWLER

jAGA Drinks 0% nootropic cocktails were developed to meet the growing demand for alcohol-free options, particularly among Gen Z and millennials. As the “sober curious” movement gains momentum, with nearly 30% of college students choosing to abstain from alcohol, jAGA offers a sophisticated, flavorful drink infused with nootropics to boost both body and mind. Originally from the UK and now available in the U.S., the brand is spearheaded by internationally acclaimed DJ Steve Lawler. He has shifted his focus to providing a healthier alternative to sugary mocktails and mixers in the nightlife scene. jAGA’s clean, lower-sugar, lightly sparkling nootropic sodas feature premium ingredients and added health benefits, making them an excellent choice for 0% cocktails or as a refreshing substitute for traditional mixers like cola and lemonade, promoting balance and wellness for both body and mind.



OUR PRODUCTS

Nootropics + adaptogenic, alcohol-free sparkling drinks

Powered by a calming yet uplifting blend of adaptogenic reishi and cordyceps mushrooms, along with ashwagandha, magnesium, L-tryptophan and L-theanine. Our lightly sparkling drinks provide a perfect, functional alternative to an alcoholic beverage.

All of our ingredients are natural. Our extracts are 100% organic and are all ethically sourced in the UK. Our flavourings are from 100% natural sources. Proudly made with love and passion. Please recycle.



Watermelon



Pomelo & Passionfruit



Mexican Lime & Mint



Mixed Berry

OUR NOOTROPIC SODA INGREDIENTS

Did you know it's said that we share 50% of our DNA with mushrooms?

This is why they are such a powerful form of natural medicine for human beings.

Reishi

(Organic extract)



Reishi mushrooms have become a popular ingredient in health drinks. At jAGA, we use only the highest quality reishi mushrooms sourced from our UK botanicals supply chain to ensure that our customers receive the best possible product. We extract the bioactive compounds using a natural extraction to ensure that our product is free from any harmful contaminants. Reishi is best known for its calming qualities, it can help to boost mood and immunity, reduce stress and a 100% natural source of antioxidants.

Cordyceps

(Organic extract)



Cordyceps is a functional mushroom found in the high mountain regions of China. It is known for its medicinal properties and has been used in traditional Chinese medicine for thousands of years to stimulate the immune system and often used to provide a natural energy boost. Cordyceps (the energy enhancer) is best known for helping to improve performance, boosting energy levels and help to reduce inflammation.

OUR NOOTROPIC SODA INGREDIENTS

Ashwagandha

(Organic extract)

Ashwagandha is one of the most important herbs in ayurveda. It is a traditional form of medicine based on indian principles of natural healing. Its adaptogenic properties help to balance and support the body's overall health and well-being, helping to resist physical and mental stress.

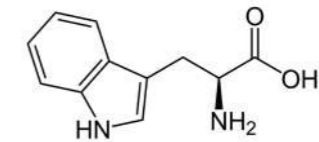


Magnesium

Magnesium is a naturally occurring mineral that plays a major role in the body. It is essential for the function of cells, muscles, bones, nerves, heart, blood sugar levels, mood and relaxation.



L-tryptophan



L-tryptophan is an essential amino acid that helps the body make proteins and can help to boost serotonin levels. Your body changes L-tryptophan into a brain chemical called serotonin. Serotonin helps control your mood, increases emotional well-being and helps to improve sleep. Also known as the 'happy hormone.'

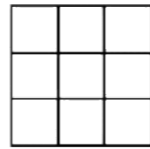
L-theanine

L-theanine is a naturally occurring, non-protein amino acid found in green tea. L-theanine can help to improve mental focus, reduce anxiety and stress and improve mood.

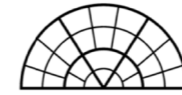


OUR CLIENTS UK

SELFRIDGES & CO



SOHO HOUSE



THE NED
LONDON

COWSHED

revital

healf.

REBASE

KARVE

SANDERSON
LONDON



BURFORD
GARDEN CO

art'otel
LONDON HOXTON

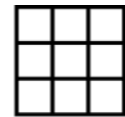
In negotiation.

OUR PARTNERS USA



South beach

In negotiation.



SOHO HOUSE

SOHO HOUSE USA
Activation date tbc.

FAENA
HOTEL MIAMI BEACH

Sampling stage.

BARRY'S

Confirmed activation Jan 2025.



THE
LITTLE NELL
BY  ASPEN ONE

Confirmed Activation Feb 2025



Activation date tbc.





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