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Morning Advertiser Questions Fruit Beer’s Staying Power in British Pubs

Industry guests weighed whether the fast-growing category reflects a lasting shift in drinking habits or a brief novelty.

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Morning Advertiser devoted the latest episode of its Lock In podcast to a question now moving through the British beer trade: whether fruit-flavored beer is becoming a lasting part of the market or a short-lived fad.

The episode, published Tuesday as episode 120 of the podcast, focused on the recent growth of beers made or marketed with fruit flavors and examined why those products have gained attention among consumers over the past year. The trade publication said fruit-flavored beers have expanded quickly in the market in recent months, prompting debate over whether the category reflects a deeper shift in drinking habits or a burst of novelty.

To discuss the issue, the podcast brought together retail, pub, and beer specialists. Morning Advertiser said the episode included Mick Curtis, joint managing director of Drinks Warehouse, and Phil Sutton of the Doghouse Pub Company. It also featured comments from beer sommelier Annabel Smith and beer writer Jonny Garrett, who were asked to explain the origins of fruit beer and how the style fits into the broader beer landscape.

The program also included a tasting segment in which the hosts tried several products currently on the market and gave their views on whether fruit beer has broad appeal. That format suggests the publication was not only looking at the commercial side of the category, but also testing whether the taste profile can win repeat purchases rather than one-time curiosity.

While the source material released by Morning Advertiser was promotional in tone, the subject it chose reflects a wider commercial question for brewers, wholesalers, and pub operators. If fruit-flavored beers continue to attract drinkers, that could influence product formulation, seasonal launches, bar assortments, and distribution decisions across the beer trade. If demand fades, businesses may treat the category more cautiously and limit how much space they give it on taps, shelves, and menus.

That makes the debate important beyond a single podcast episode. In the beer business, fast-growing styles often affect how operators allocate stock, how brands position themselves, and how suppliers pitch new products to pubs and bars. A category that appears to bring in new consumers, or encourage existing drinkers to try beer in different ways, can create opportunities for innovation. The same category can also carry risks if producers move too quickly into a trend that does not hold.

Morning Advertiser did not present formal market data in the material accompanying the episode, and it did not state whether the rise in fruit-flavored beer is being driven mainly by established brewers, newer craft producers, or brand extensions from larger companies. It did, however, frame the recent increase in visibility as significant enough to warrant a dedicated discussion among industry figures.

The publication also used the episode to place the current moment in historical context. By bringing in Smith and Garrett to discuss the origins of fruit beer, it suggested that the category should not be viewed only as a new commercial invention. Fruit has long appeared in some beer traditions, but the current wave appears to be tied to a more modern retail and pub conversation about flavor innovation, consumer experimentation, and the search for products that stand out in a crowded market.

For operators in pubs and bars, the issue is practical as much as cultural. A product that attracts attention online or in specialty retail does not always translate into a dependable seller at the bar. Even when customers respond well to a new flavor profile, businesses still have to decide whether the product deserves a permanent line, a short seasonal run, or a limited trial. Discussions like the one featured by Morning Advertiser can shape those decisions by helping buyers and operators compare enthusiasm with experience on the ground.

Morning Advertiser said the episode is available to stream or watch through its usual podcast channels. By centering the conversation on fruit-flavored beer, the publication has highlighted a part of the market that, while still open to debate, is increasingly being taken seriously by people involved in brewing, wholesale, and pub management.