



UNDER EMBARGO UNTIL THURSDAY 23RD APRIL: 00:01

FREE (alcohol-free) beer is coming to Broadway Market this Bank Holiday - courtesy of Lucky Saint and Lime

London, 23rd April 2026 - Lucky Saint is partnering up with fellow London household name **Lime** for what might just be Broadway Market's most iconic pop-up yet.

Touching down ahead of the Bank Holiday weekend, they'll be serving up **FREE cans of Lucky Saint's new electrolyte and alcohol-free Lime & Sea Salt Lager** for two-days-only from a pop-up 'Hydration Station', set against the backdrop of one of East London's most recognisable and favourite Lime biker streets. Lime bike riders can park up outside the station and grab a chilled can from the hatch to hydrate outside, or takeaway.

- **What:** FREE Lucky Saint Lime & Sea Salt Lager 'Hydration Station' with Lime
- **When:** Thursday 30 April – Friday 1 May, 8.30am - 8pm
- **Where:** Broadway Market, East London (Findlay Property)
- **Cost:** Free





The pop-up celebrates the launch of Lucky Saint's Lime & Sea Salt Lager. Brewed with lime and mineral-rich sea salt, the new lager provides drinkers with three essential electrolytes including magnesium, potassium and sodium to support hydration and healthy lifestyles.

Remaining true to Lucky Saint's brewing values, the beer is brewed using natural ingredients, contains no artificial flavourings, is low in sugar, and contains just 80 calories per can.

As Londoners gear up for the Bank Holiday, the collaboration brings together two brands synonymous with city life and promoting greener, healthier lifestyles. Whether you're hopping on a Lime bike or wandering Broadway Market, swing by for a pre-bank holiday refresher and roll into the long weekend hydrated and hangover-free.

ENDS

Notes to the editor:

- For more information, please contact: ruby.topzand@li.me

About Lime

Lime's mission is to build a future where transportation is shared, affordable and carbon-free. As a global leader in micromobility, Lime partners with cities to deploy electric bikes and scooters to serve any trip under five miles. A 2025 Time Magazine 100 Most Influential Company, Lime has powered more than one billion rides in close to 30 countries across five continents, spurring a new generation of clean alternatives to car ownership. Learn more at li.me.

About Lucky Saint

Driven by the mission to finally reward those not drinking with the beer they deserve. Lucky Saint is the UK's #1 dedicated alcohol-free beer brand, and the UK's #4 alcohol-free beer brand. Founded in 2018, Lucky Saint continues to lead the way in changing perceptions of alcohol-free beer in the UK and beyond. Its range includes the Superior Unfiltered Lager, Hazy IPA, Superior Lemon Lager, Superior German Weissbier and now the Lime & Sea Salt Lager.

Lucky Saint is now available in 10,000+ of the best pubs, bars, and restaurants in the UK, including over 85 Michelin star venues. Lucky Saint has trained its entire team in Mental Health First Aid, as well as hundreds of hospitality professionals - part of the brand's mission to ensure it has a positive environmental impact alongside the brand's official B-Corp status.