

Business Builder

Business: Euforia

Owner: Amy Bobbins & Kerry Worrall



Expanding Euforia with Business Builder support

The Challenge

Euforia grew from a deeply personal journey. Amy and Kerry met while undergoing breast cancer treatment and formed a close friendship built on resilience and a shared desire to enjoy social experiences again.

When they chose to avoid alcohol, they discovered how limited the options were. Inspired to change that, they began experimenting with herbs, botanicals, and natural flavours to create refreshing, gently carbonated drinks without additives. "We are good at promotion because of our experience in PR consultancy and fitness training, but really didn't know where to start when it came to developing a product range and launching a business."

The Solution

Support from Business Builder helped steer Euforia through product development, branding, and early-stage business planning.

A Business Builder Start Up Grant enabled Amy and Kerry to create their bespoke portable bar made from natural wood, giving them a professional and eye-catching way to serve and showcase their drinks at events.

The Impact

- A professional, mobile showcase for events and markets
- A clearer route to market and increased confidence in their brand
- Products already appearing on shelves at places like the Norfolk Food Hall
- Stronger business foundations and momentum for future growth "This support has helped turn a personal idea into a growing business - one with exciting opportunities ahead."

About Euforia

Amy Bobbins and Kerry Worrall founded Euforia to create the drinks they couldn't find for themselves—alcohol-free options that are healthy, flavourful, and feel special.

Their experiences have shaped a purpose-led drinks brand built on wellbeing, sustainability, and natural ingredients. Blended with insights from experienced herbalists and wellness specialists for both safety and positive effects:

- Activate – A spicy, floral blend packed with antioxidants for a gentle lift
- Energise – A bright, ginger-sherbet drink that supports focus and mood
- Restore – A soothing mix of mint and botanicals designed for rest and recovery

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.