Claims:

1. A non-alcoholic beer beverage comprising 4-vinyl phenol (4VP) and 4-vinyl guaiacol (4VG) in the 4VG:4VP weight ratio of from 2.5 – 10, the overall weight proportion of 4VG and 4VP in the beverage being from 0.11 ppm to 0.56 ppm.

2. A non-alcoholic beer beverage according to claim 1, in which the 4VG:4VP ratio is from 4-6.

3. A non-alcoholic beer beverage according to claim 1 or 2, in which the overall weight proportion of 4VG and 4VP in the beverage is from 0.22 ppm to 0.28 ppm.

4. A method of conferring desirable beer-taste characteristics on a non-alcoholic beer beverage, comprising the addition to the beverage of 4-vinyl phenol (4VP) and 4-vinyl guaiacol (4VG) in the 4VG:4VP weight ratio of from 2.5 – 10, the overall weight proportion of 4VG and 4VP in the beverage being from 0.1 ppm to 0.6 ppm.

5. A method according to claim 4, in which the 4VG:4VP ratio is from 4-6.

6. A method according to claim 4, in which the overall weight proportion of 4VG and 4VP in the beverage is from 0.11ppm to 0.56ppm.

7. A method according to claim 6, in which the overall weight proportion of 4VG and 4VP in the non-alcoholic beverage is from 0.22 ppm to 0.28 ppm.