



MEDIA COVERAGE

2024-2025



Non-Alcohol Spirits Gaining Traction In The U.S.

August 15, 2025

Non-alcohol spirits posted big growth numbers last year, and they're continuing to expand rapidly in 2025, with some predicting the category will top \$1 billion in value in less than 10 years. Those projections are backed up by strong gains in the year-to-date through August 2, with non-alcohol spirits volume more than doubling and value up by 67% in NielsenIQ channels.

"Awareness in the U.S. has grown considerably over the past few years," says David Crooch, general manager of non-alcoholic beverages at Diageo North America, which owns the Seedlip and Ritual Zero Proof brands. "The non-alcoholic spirits market is in a strong growth phase, both in the United States and globally. While the category is still relatively new, it's evolving quickly. The consumer base is broad and growing."

Seedlip's portfolio includes botanical-based products that don't necessarily aim to mirror traditional spirits, such as Notas de Agave, made with prickly pear, lime, and agave, as well as the citrus-based Grove 42, the herbal Garden 108, and the aromatic Spice 94 (each \$32 a 750-ml.). Conversely, Ritual Zero Proof offers a full range designed to replace traditional spirits in classic cocktails, including Tequila Alternative, Rum Alternative, Whiskey Alternative, Gin Alternative, and Aperitif Alternative (each \$33).

"Both brands are performing well," Crooch says, pointing to key markets like New York, Southern California, and Chicago. "On-premise presents the greatest opportunity, as bars and restaurants are essential discovery spaces and help drive trial, visibility, and cultural relevance," he notes. "Off-premise is equally important, particularly e-commerce. With Diageo's acquisition of Ritual in 2024, we're now scaling distribution and access across all consumer touchpoints."

Among other big-name spirits players, Pernod Ricard now counts labels like Beefeater 0.0 gin, Suze Tonic 0%, and Cinzano Spritz 0% in its stable, while Bacardi Ltd houses Martini Floreale vermouth and Vibrante aperitif, as well as the Palette Bold and Roots non-alcohol spirits. Lucas Bols USA has bet on the category with brands like Pallini Limonzero (\$25 a 750-ml.), Damrak Virgin 0.0 (\$30), and the Fluère portfolio of non-alcohol spirits offerings (\$35). Even so, many of today's more popular zero-proof brands remain independently owned.

Lyre's Spirit Co. has spirits alternatives ranging from Bourbon, Tequila, and both white and dark rums to orange and coffee liqueurs and Pink Gin (\$38 a 700-ml.), as well as zero-proof canned cocktails. "We expect to see non-alcoholic spirits continue to grow in the U.S.," says retail trade marketing manager Kerry Szostak, "with RTDs expected to have the fastest growth rate through 2028." Szostak adds that the vast majority of people who buy non-alcohol spirits products also purchase full-proof spirits.

The De Soi brand of non-alcohol RTD cocktails launched in 2022 with support from singer Katy Perry. Last year, De Soi saw 150% year-on-year wholesale growth and rose to become one of the top-selling SKUs in mass retailer Target's non-alcohol section, according to CEO Scout Brisson. She says cities like Los Angeles, New York, San Francisco, and Austin, Texas are leaders for the brand, adding that suburban markets are coming on too.

"The biggest shift we've seen is mainstream retailers beginning to bet on the category," says Tom Santangelo, CMO of the Spiritless brand. "We're seeing major national retailers like Kroger, Walmart, and Whole Foods building no-alcohol assortments."

The Spiritless portfolio includes the whiskeys Kentucky 74 Original and Spiced (\$36 a 700-ml.), as well as Tequila Jalisco 55 (\$38), premixed canned cocktails Old Fashioned and Margarita (each \$16 a 4-pack of 250-ml. cans), and a bottled Espresso Martini (\$30 a 700-ml.). Santangelo says New York and California continue to be top performers, with Colorado and North Carolina also overindexing. Restaurants and bars have led the charge in attracting new consumers, he adds.



Date: 7/9/2025

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New Reviews for July 9, 2025



Damrak Gin

Brilliant, crystal clear. The aromatics are very intense, offering scents of orange peel, slate, and citrus zest with supporting notes of orange blossom, juniper, and kumquat. The palate confirms the nose, delivering an orange peel-driven core with flavors of fresh herbs, lavender, mandarin, coriander, and star anise. The finish is long and lingering. Full-bodied and perfectly balanced with a succulent texture. \$27.99 – **4.5 Stars**



Damrak Virgin NA Gin

Brilliant, crystal clear. The aromatics are subtly intense, offering scents of fresh herbs with lavender in the lead, supported by orange peel, juniper, and subtle hints of baking spice. The palate is in complete agreement with the nose, delivering a lavender and citrus-driven core with accents of coriander, grapefruit zest, and orange. Medium-bodied and ideally balanced with more texture than the typical NA spirit. Perfect with soda and a lime wheel. \$24.99 – **4 Stars**

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January 14, 2025

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**It's Dry January & We Have Some Selections On Deck
To Help Celebrate #DryJanuary**

9. Non-Alcoholic Fluère Mule



Source: Fluère

2 oz [Fluère](#) Spiced Cane

1/2 oz Lime Juice

4 oz Ginger beer

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10. Non-Alcoholic Negroni



Source: Damrak

1 oz Damrak Virgin

1 oz Fluère Bitter

1 oz Lyre's Vermouth (Aperitif Rosso)

Preparation: Combine in a mixing glass with ice and stir. Strain into a rock glass over ice.

Garnish: Orange peel

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11. Pallini Zero Spritz



Source: Pallini

1 part Pallini Limonzero (SRP: \$24.99)

2 parts non-alcoholic sparkling wine

Garnish with lemon slices and rosemary

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January 8, 2025

Online Visits: 480,560

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Make non-alcoholic versions of these classic cocktails for Dry January

Iconic cocktails, minus the alcohol

If you're doing Dry January this year then you don't just have to stick to water and sodas all month — you might want to look into some of the options available for non-alcoholic cocktails too.

While there are plenty of great drinks options which use ingredients like fruit juices, shrubs, and sodas, one great option for the cocktail lover is to look into non-alcoholic spirits. Options like Fluère Spiced Cane, a rum alternative, or Damrak Virgin, a gin alternative, are distilled to have the flavor and drinking qualities of a spirit but without the alcohol. That makes it dead easy to swap these into classic cocktails, so you can enjoy a classic drink without the booze.

Non-Alcoholic Fluère Espresso Martini



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Ingredients:

- 50 ml Fluère Spiced Cane
- 40 ml Espresso
- 15ml Vanilla Syrup

Method:

Combine the ingredients with ice in a shaker and shake well. Add egg white or aquafaba if you want a frothy foam on top. Strain into a cocktail glass and garnished with three coffee beans.

Fluère Mule



Ingredients:

- 60ml | 2 oz Fluère Spiced Cane
- 15 ml | $\frac{1}{2}$ oz Lime Juice
- 120 ml | 4 oz Ginger Beer

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Pour ingredients into a Collins glass with ice and garnish with a lime wedge.

Non-Alcoholic Negroni



Damrak Virgin

Ingredients:

- 1 oz Damrak Virgin
- 1 oz Galliano Aperitivo
- 1 oz Sweet Vermouth

Method:

Combine in a mixing glass with ice and stir. Strain into a rock glass over ice. Garnish with an orange peel.

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No Ginlet



Damrak Virgin

Ingredients:

- 2 oz Damrak Virgin
- 0.5 oz Lime Juice
- 0.25 oz Simple syrup

Method:

Add all ingredients to a cocktail shaker with ice. Fine strain the cocktail into a pre-chilled coupe glass. Garnish with a citrus slice and some mint leaves.

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Syndications from Cassius

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December 18, 2024

Online Views: 5,000

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New Reviews for December 18, 2024

Damrak Gin

Brilliant, crystal clear. The aromatics are very intense, offering scents of orange peel, slate, and citrus zest with supporting notes of orange blossom, juniper, and kumquat. The palate confirms the nose, delivering an orange peel-driven core with flavors of fresh herbs, lavender, mandarin, coriander, and star anise. The finish is long and lingering. Full-bodied and perfectly balanced with a succulent texture. \$27.99 – **4.5 Stars**