



# ABSTINENCE<sup>®</sup>

**PREMIUM DISTILLED NON-ALCOHOLIC SPIRITS**

**ABSTINENCE: RESTORE BALANCE.**

Abstinence is an authentic, premium non-alcoholic drinks range covering all key occasions. Our Award-Winning, Small-Batch & Distilled Botanical Spirits are 1:1 replacements for alcohol and provide the consumer with a sophisticated alternative without compromising on taste and quality. All our products are made using unique, natural botanical flavours from the Cape Floral Kingdom in South Africa – the smallest, yet most diverse Floral Kingdom in the world.



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# OUR STORY

ABSTINENCE is produced in South Africa and inspired by the beautiful biodiversity of the Cape Floral Kingdom of Cape Town. The ABSTINENCE® footprint has grown from just one retailer in South Africa in 2020 to 15 international markets and counting in 2023.

ABSTINENCE® has been awarded Golds and Double Golds at the World's most prestigious spirits competitions - including the IWSC, Spirits Business Low and No Masters as well as the San Francisco Wine and Spirits Competition. We have also been acknowledged by some of the world's top publications, including Forbes Magazine and The Wine Enthusiast among others.



## WHAT MAKES ABSTINENCE SPECIAL?

- Small batch, distilled products. Zero and Low Sugar, No and Low Calorie
- Vegan Friendly with no Artificial Flavours or Colours
- Each Distilled Botanical Spirit variant has its own distinctive selection of botanicals.
- There are three Gin Alternatives (Citrus, Spice, Floral) that are mixed with premium tonics/soda. Can also be used for Cosmos, Negroni, Gimblet etc – think Gin Cocktails.
- There are two Aperitifs (Blood Orange, Lemon) that can be mixed 1:1 as Campari/Aperol alternatives (think Spritz, Negroni, long drinks etc).
- There are two Ready to Drink Aperitivo Spritz in 750ml bottle (Sparkling Blood Orange, Sparkling Lemon). Simply chill and pour over ice in a wine glass and garnish with citrus.
- There is one American Malted Bourbon Alternative, Called the Abstinence Epilogue X. Great mixing partner for Cola (malt & cola), ginger ale and fresh lime, Old Fashioned cocktails and Manhattans.



# OUR DISTILLING PROCESS

ABSTINENCE products are all small batch produced, distilled non-alcoholic botanical liquids.

Here's how:

- 24 Hours Maceration
- 30 hours Distilling (6 hours Still heat up time, 24 hours distillation)
- Blending of Components
- 5 Days Marriage of Components after blending
- 7 Days Production time per product
- Each batch individually tasted and tested before being bottled, packaged, palletised and shipped

## OUR BOTANICALS

Each of our spirit variants has its own distinctive selection of botanicals and flavour profiles and is inspired by the incredible biodiversity of the Cape Floral Kingdom and its people. A distinct, indigenous hero ingredient shines through for each respective variant, providing unmistakable South African authenticity to each respective liquid.



# ABSTINENCE CAPE SPICE

For the love of spice and all things nice! Our ABSTINENCE Cape Spice is a complex blend of allspice, cassia bark and clove, lifted by floral cardamom and citrus notes.

**NO SUGAR. NO ARTIFICIAL SWEETENERS. NO COLOURANTS.**

## BOTANICALS:

Allspice, Cassia, Cardamom, Coriander, Clove, Orange Peel, Honeybush.

## TASTING NOTE:

"Dried floral notes and woody, bark, slight sweet spice. The palate neat is quite nice, there is a touch of bitterness and a little hit of spice on the back of the mouth. Tonic brings out a lovely sweetness that compliments the woody notes. Quite refreshing, could be used for more grown-up complex zero ABV cocktails" - Source: *The Spirits Business UK Judging Panel*



STEP 1:  
ADD 50ML OF  
ABSTINENCE  
CAPE SPICE



STEP 2:  
TOP WITH 200ml  
PREMIUM  
TONIC WATER



STEP 3:  
GARNISH WITH  
ORANGE TWIST &  
FRESH THYME

# ABSTINENCE CAPE CITRUS

Summer in a bottle! Our ABSTINENCE Cape Citrus is a citrus forward blend comprising zest, spice, and aromatic elements.

**NO SUGAR. NO ARTIFICIAL SWEETENERS. NO COLOURANTS.**

## BOTANICALS:

Orange, Lemon, Grapefruit, Buchu, Cassia, Pepper, Fennel, Ginger.

## TASTING NOTE:

Dominant citrus backbone is supported by delicate notes of buchu, pepper and fennel. All neatly woven together by a warm spice element from the cassia bark.



STEP 1:  
ADD 50ML OF  
ABSTINENCE  
CAPE CITRUS



STEP 2:  
TOP WITH 200ML  
PREMIUM  
TONIC WATER



STEP 3:  
GARNISH WITH  
GRAPEFRUIT SLICE  
& FRESH ROSEMARY

## ABSTINENCE CAPE FLORAL

A small taste of the fynbos laden Table Mountain in full bloom during spring! The indigenous Cape Rose Geranium has a heavenly fragrant smell and is widely loved for its distinctive rose-like aroma.

**NO SUGAR. NO ARTIFICIAL SWEETENERS. NO COLOURANTS.**

### BOTANICALS:

Rose Geranium, Juniper, Angelica Root, Coriander, Lemon

### TASTING NOTE:

A medley of lifted aromatics that is led by a fragrant Cape Rose Geranium and juniper forward nose, balanced beautifully by delicate herbal and citrus notes on the palate.



**STEP 1:**  
ADD 50ML OF  
ABSTINENCE  
CAPE FLORAL



**STEP 2:**  
TOP WITH 200ML  
PREMIUM  
TONIC WATER



**STEP 3:**  
GARNISH WITH  
LEMON PEEL &  
FRESH BERRIES

## ABSTINENCE EPILOGUE X

An American Malted Bourbon Alternative that is comprised from a blend of peated, smoked and dark toasted malt that is meticulously married with a combination of distilled spice botanicals and South African Honeybush. Amber in colour, resembling a dark spirit.

**SMALL BATCH DISTILLED. ZERO SUGAR. VEGAN FRIENDLY**

### BOTANICALS:

Peated and Blended Malts, Oak, Honeybush, Vanilla, Cassia, American Oak

### TASTING NOTE:

With vanilla and smoked peat on the nose, the Epilogue X delivers a mouth-coating, full smoke and faintly honied distilled spirit with a lingering mouthfeel. Sweet notes from the Honeybush and toasted American oak marries beautifully with subtle spice on the palate, finishing with a slight burn in the aftertaste.



**STEP 1:**  
ADD 50ML OF  
ABSTINENCE  
EPILOGUE X



**STEP 2:**  
ADD ICE & TOP  
WITH 200ML  
GINGER ALE OR



**STEP 3:**  
GARNISH WITH  
FRESH LIME SLICE

# BLOOD ORANGE APERITIF

Our award-winning, small batch distilled Aperitif is crafted from the finest natural botanical and spice distillates with bitter, complex and satisfying citrus notes. Enjoy simply with soda or tonic, or mix into your favourite cocktails.

SMALL BATCH DISTILLED. NATURAL COLOUR. VEGAN FRIENDLY

## BOTANICALS:

African Wormwood, Cinchona Bark, All Spice, Clove, Blood Orange, Spice Distillate

## TASTING NOTE:

Classic Italian-style bitter with a dominant blood orange citrus note, supported by an infusion of natural botanicals and a medley of spice elements. Most importantly, a unique South African spin with the addition of African Wormwood for bitterness. A mouth-watering, bittersweet mouthfeel.



STEP 1:  
ADD 50ML OF  
APERITIF



STEP 2:  
ADD ICE & TOP  
WITH 200ML  
SODA OR TONIC



STEP 3:  
GARNISH WITH  
FRESH ORANGE  
PEEL

# LEMON APERITIF

Our award-winning, small batch distilled Aperitif is crafted from the finest natural botanical and spice distillates with bitter, complex and satisfying citrus notes. Enjoy simply with soda or tonic, or mix into your favourite cocktails.

SMALL BATCH DISTILLED. NATURAL COLOUR. VEGAN FRIENDLY

## BOTANICALS:

Buchu, African Wormwood, Aloe, Cinchona Bark, Lemon, Quinine, Spice Distillate

## TASTING NOTE:

A vibrant, citrus forward Aperitif with a dominant lemon and blackcurrant (Buchu) backbone, supported by an infusion of natural botanicals and a faint bitterness from the aloe and quinine. A mouth-watering mouthfeel, making it the perfect appetizer.



STEP 1:  
ADD 50ML OF  
APERITIF



STEP 2:  
ADD ICE & TOP  
WITH 200ML  
SODA OR TONIC



STEP 3:  
GARNISH WITH  
FRESH LEMON  
PEEL



# CLASSIC COCKTAILS



## “BEES KNEES” ABSTINENCE SIGNATURE

### INGREDIENTS:

50ml ABSTINENCE Cape Citrus  
25ml lemon juice (freshly squeezed)  
15ml honey syrup (3 honey to 1 water)  
lemon twist as garnish

### METHOD:

Add ABSTINENCE Cape Citrus, lemon juice, honey syrup and ice into a shaker and shake until well-chilled. Strain into a chilled cocktail glass and garnish with a lemon twist



## X MARKS THE OLD FASHIONED

### INGREDIENTS

50ml ABSTINENCE Epilogue X  
4 drops Bitters  
15ml Maple Syrup  
Orange Peel

### METHOD

Put a big block of ice in a tumbler add ABSTINENCE Epilogue X and maple syrup. Stir gently until maple syrup dissolves and add more ice. Use the orange peel to rim the glass, then drop in and enjoy.

# CLASSIC COCKTAILS



## BLOOD ORANGE NEGRONI

### INGREDIENTS:

50ml ABSTINENCE Cape Citrus  
50ml ABSTINENCE Blood Orange Aperitif  
Orange Peel

### METHOD:

Add the ABSTINENCE Cape Citrus, ABSTINENCE Blood Orange Aperitif to a mixing glass filled with ice. Stir until well-chilled. Strain into a glass filled with large ice cubes and garnish with an orange peel.



## SPICED RASPBERRY COLLINS

### INGREDIENTS:

50ml ABSTINENCE Cape Spice  
20ml Lemon Juice  
15ml Simple Syrup  
100ml Soda  
Raspberries

### METHOD

In a highball glass, muddle 4 raspberries and simple syrup. Add Cape Spice and lemon juice and stir well. Fill with ice and top with the club soda and garnish with two raspberries.

How to make Cherry Shrub (lasts up to 6 months if refrigerated):  
2 cups sour cherries destemmed and pitted.  
1 cup sugar  
1 cup apple cider vinegar

# LOW CALORIE



## FYNBOS COOLER

### INGREDIENTS:

25ml ABSTINENCE Cape Fynbos  
25ml ABSTINENCE Lemon Aperitif  
150ml Soda  
Lemon twist

### METHOD:

Combine ABSTINENCE Cape Fynbos & ABSTINENCE Lemon Aperitif in a tall Collins's glass. Add Ice and topped with Soda. Garnish with Lemon Twist.



## CITRUS COOLER

### INGREDIENTS:

25ml ABSTINENCE Cape Citrus  
25ml ABSTINENCE Blood Orange Aperitif  
150ml Soda  
Orange twist

### METHOD:

Combine ABSTINENCE Cape Citrus & ABSTINENCE Blood Orange Aperitif in a tall Collins's glass. Add Ice and top with Soda. Garnish with Orange Twist.

# LOW ABV COCKTAILS



## CAPE CITRUS COSMO

### INGREDIENTS:

50ml ABSTINENCE Cape Citrus  
15ml Cointreau (Orange Liqueur)  
30ml Cranberry Juice  
15ml Lime Juice (freshly squeezed)  
Orange Peel

### METHOD:

Add the ABSTINENCE Cape Citrus, Cointreau, Lime juice and Cranberry juice to a cocktail shaker with ice and shake until well-chilled. Strain into a chilled cocktail glass and express the oil of an orange peel over the glass, then drop in.



## CAPE SPICE MANHATTAN

### INGREDIENTS:

50ml ABSTINENCE Epilogue X  
25ml ABSTINENCE Cape Spice  
25ml Sweet Red Vermouth  
2 dashes Angostura Bitters  
Orange Twist

### METHOD:

Add ABSTINENCE Cape Spice, ABSTINENCE Epilogue X, Sweet Vermouth, and bitters to a mixing glass with ice and stir until well-chilled. Strain into a chilled coupe and garnish with an orange twist.

# FAQ'S

## ***Do ABSTINENCE Non-Alcoholic Spirits and Aperitifs taste like alcohol?***

No, although there are similarities. Our products are 1:1 replacements for alcohol and provides a sophisticated alternative to the alcoholic occasion. Our products are versatile mixing partners that elevates non-alcoholic and alcoholic drinks

## ***Are ABSTINENCE Non-Alcoholic Spirits meant to be drunk neat?***

No. Our award-winning products are meant to be mixed, best enjoyed in long drinks (eg tonic water) and cocktails

## ***Are ABSTINENCE products suitable for pregnant woman?***

Most definitely

## ***What is the shelf life after opening the bottle and how long can I store them?***

Our spirits are shelf life tested for 36 months and our Aperitifs for 24 months. Once opened, the products should be consumed within 8 weeks, and doesn't need to be refrigerated. We do however recommend that you store our products out of direct sunlight in a cool place

## ***How are ABSTINENCE Non Alc Spirits Made?***

We extract flavours through small batch distillations without the use of alcohol, by using maceration, vapour infusion and hydrosols. Each batch is individually tasted and tested before being bottled, making it a truly craft operation

## ***Are ABSTINENCE Products completely Alcohol Free?***

All our products are 0.0 Alcohol. They can be mixed used as mixing partners themselves or a valuable addition to low and full alcohol strength drinks.

## ***Does ABSTINENCE Non-Alcoholic Spirits contain any sugar?***

The Cape Spirits Range as well as the Epilogue has zero sugar, our two Aperitifs do contain some sugar but when mixed with soda are still low calorie and low sugar. All OF our products are made to be good for your health and well-being. You're worth it.

## ***Where are ABSTINENCE Non-Alcoholic Spirits Made?***

Our products are produced in Cape Town, South Africa – with a view of Table Mountain and the incredible Cape Floral Kingdom on our doorstep.

## ***Are ABSTINENCE Non-Alcoholic Spirits Vegetarian/Vegan/Gluten Free?***

Yes, all our products are Vegetarian, Vegan and Gluten friendly.

