



ABSTINENCE®

PREMIUM DISTILLED NON-ALCOHOLIC SPIRITS



WHY ABSTINENCE ALCOHOL-FREE SPIRITS AND APERITIFS?

INTERNATIONALLY AWARDED

IWSC - International Wine & Spirit Competition
SFWSC - San Francisco World Spirits Competition
SPIRITS BUSINESS

THE **SPIRITS**
BUSINESS



IWSC

AS SEEN IN:

Forbes (USA), Wine Enthusiast (USA)
Spirit Business, Delicious Magazine (Netherlands)
Taste Magazine (South Africa)

Forbes

WINEENTHUSIAST

THE **SPIRITS**
BUSINESS

delicious.
MAGAZINE

TASTE

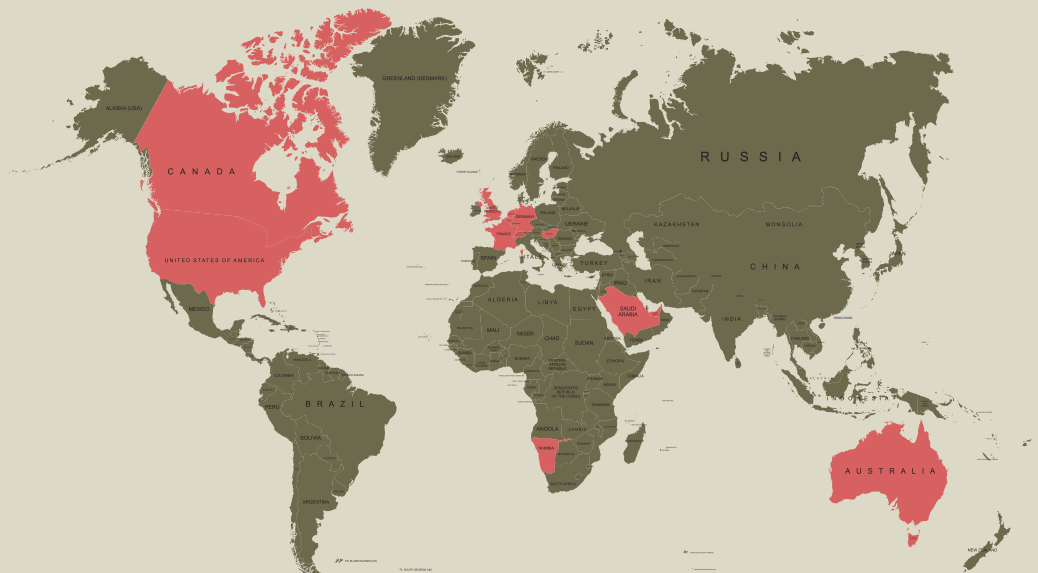
MEMBER OF 1% FOR THE PLANET:

As a member of 1% for the Planet, we contribute at least one percent of our annual sales to environmental causes,

SOUTH AFRICA'S LEADING ALCOHOL-FREE RANGE BRAND

Exported to 15 markets around the world and counting

- USA
- UK
- Germany
- Netherlands
- France
- Belgium
- Hungary
- Switzerland
- Mauritius
- Namibia
- Dubai
- Saudi Arabia
- Canada
- Australia
- Hong Kong



WE ARE LISTED

By Some Of The World's Leading Outlets And Retailers :

HARVEY
NICHOLS

UK

amazon

UK, USA

W
WOOLWORTHS

RSA

Woolworths
The fresh food people

AUS

Dan Murphy's

AUS

IGA

AUS

Pick n Pay

RSA

VINS ET BIÈRES
V&B

France

takealot.com

RSA

ABOUT THE CATEGORY:

Range Brand of Small-Batch, Distilled Botanical Spirits that are 1:1 Replacements for Alcohol



2 APERITIF ALTERNATIVES

(Blood Orange, Lemon)



3 GIN ALTERNATIVES

(Cape Spice, Cape Citrus, Cape Floral)



1 WHISKEY ALTERNATIVE

(Epilogue X)

GIVING MORE OPTIONS

To The Consumer To Moderate,
Mitigate Or Substitute

Similar trajectory to
Meat-free and
Diary-free markets



RTD FORMATS

(750ml & 300ml Blood Orange &
Lemon Sparkling Aperitivo)

HEALTH CONSCIOUS

Younger Consumers
Leading The Charge

82% of the Non Alc
market still drink
alcohol – Nielsen



Made in South Africa • Distilled Products • Zero and Low Sugar • No and Low Calorie • Vegan Friendly •
No Artificial Flavours or Colours • IWSC Gold Winner • Spirits Business Low and No Master •
Hand-Illustrated Packaging • Patron of the African Wild Bee Institute • Alcohol-Free • Health & Well-being