



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.



WHAT MAKES ABSTINENCE SPECIAL?

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 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.

WHY STOCK IT?

From Sober Curious to alcohol moderation – consumers are looking for alternatives. It's comparable to the way the alternative meat and dairy (vegan and vegetarian) industries grew – they are now a staple on any shelf around the world. It's about providing options. Building out the retail and restaurant offerings to cater for health conscious, mindful drinkers and especially younger consumers that are much more likely to abstain from alcohol, but don't want to compromise on the ritual or the complexity of their drinks. The non-alc category is exploding around the world, in 2022 it was a \$11 billion business, in 2023 Non-Alcoholic spirits are up 100% year on year (Nielsen). Interesting to note is that 82% of non-alcoholic buyers also purchase alcohol in households. It's not about replacing alcohol altogether; it's about providing alternatives to an evolving, sophisticated consumer.



HOW TO ENJOY



PERFECT SERVE:

Pour 2 tots of ABSTINENCE CAPE SPICE over ice and top with tonic. Garnish with a citrus twist and fresh rosemary.

COCKTAIL:

Cape Spice Manhattan
2 tots Cape Spice, 1 tot Epilogue X, 1 tot Martini Rosso, 2 dashes bitters and a twist of orange.

TASTING NOTES:

An aromatic complex marriage of floral notes and warm spice. Botanical notes of allspice, cassia, cardamom, coriander, clove, citrus peel and honeybush.



PERFECT SERVE:

Pour 2 tots of ABSTINENCE CAPE FYNBOS over ice and top with tonic. Garnish with a citrus twist and fresh thyme.

COCKTAIL:

Fynbos Cooler
1 tot Cape Fynbos, 1 tot Lemon Aperitif, 200ml soda and a lemon twist.

TASTING NOTES:

A fragrant rose geranium aroma and juniper nose. Delicate herbal and citrus notes with a full mouth feel.



PERFECT SERVE:

Pour 2 tots of ABSTINENCE CAPE CITRUS over ice and top with tonic. Garnish with lemon peel and fresh berries.

COCKTAIL:

2 tots Cape Citrus, 1 tot orange liqueur, 30 ml cranberry juice, 15ml lime juice and a twist of orange.

TASTING NOTES:

Zesty, spicy and aromatic with a palate of orange, lemon and grapefruit and a satisfying citrus forward aftertaste.



PERFECT SERVE:

Pour 2 tots of ABSTINENCE EPILOGUE X over ice and top with soda, ginger ale or cola. Garnish with fresh lime.

COCKTAIL:

Non-Alcoholic Old Fashioned
2 tots Epilogue X, 4 drops bitters, half a teaspoon sugar and orange peel.

TASTING NOTES:

Faintly smoky and honeyed with lingering warm spice. Sweet notes of caramel and toasted wood with a slight burn in the aftertaste.

THE SPIRITS
BUSINESS



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





HOW TO ENJOY

PERFECT SERVE:

In a wineglass, pour 2 tots BLOOD ORANGE APERITIF over ice and top with soda or Fever-Tree tonic and garnish with an orange twist.

COCKTAIL:

Blood Orange Negroni
1 tot Cape Citrus, 1 tot Blood Orange Aperitif, 1 tot Martini Rosso and an orange peel.



TASTING NOTES:

A fragrant rose geranium aroma and juniper nose. Delicate herbal and citrus notes with a full mouth feel.

PERFECT SERVE:

In a wineglass, pour 2 tots LEMON APERITIF over ice and top with soda or Fever-Tree tonic and garnish with a peel of lemon.

COCKTAIL:

Coconut Cobbler
2 tots Lemon Aperitif, half a tot of Sherry, 2 tots coconut water and a basil leaf to garnish.



TASTING NOTES:

Faintly smoky and honeyed with lingering warm spice. Sweet notes of caramel and toasted wood with a slight burn in the aftertaste.

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