

RITUAL ZERO PROOF

THE #1 NON-ALC SPIRITS BRAND— NOW IN THE FASTEST-GROWING FORMAT

MODERATION IS DRIVING
A MULTI-BILLION DOLLAR
MOVEMENT

\$5B

Projected
value of the
non-alc category
by 2028¹

76%

of bartenders are
accommodating
for moderation on
menus³



RTDS ARE POWERING
NON-ALC GROWTH
ACROSS CHANNELS

92%

of non-alc growth
is attributed to
RTDs²

+300%

non-alc RTD
share growth
on premise⁵

INTRODUCING RITUAL ZERO PROOF READY-TO-DRINK CANNED COCKTAILS

0%
ABV

SINGLE FLAVOR 4PKS
12oz Slim Cans

12 MONTHS
Shelf Life

LAUNCHING SUMMER 2026

3 COCKTAIL-STYLE FLAVORS TO CHOOSE FROM



MARGARITA

Ingredients:
Carbonated Water, Sugar, Natural
Flavor, Lime Juice Concentrate,
Organic Agave Nectar, Citric Acid,
Sodium Citrate, Caramel Color,
Monk Fruit Extract, Stevia Extract.

Distributed By Ritual Beverage
Company, part of Diageo
Non-Alcohol Beverages, LLC,
New York, NY 10007

Visit RitualZeroProof.com



Nutrition Facts	
4 servings per container	
Serving size 1 Can	
Calories 60	
% Daily Value	
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 12g	4%
Total Sugars 0g	
Includes Sugars 18%	
Protein 0g	

Mexican lime flavors
top off this agave
forward margarita with
a hint of clementine.



SPRITZ

Ingredients:
Carbonated Water, Sugar, Natural
Flavors, Citric Acid, Sodium
Citrate, Vegetable Juice (Color),
Beta Carotene (Color), Monk Fruit
Extract, Stevia Extract.

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Nutrition Facts	
4 servings per container	
Serving size 1 Can	
Calories 50	
% Daily Value	
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 10g	4%
Total Sugars 0g	
Includes Sugars 18%	
Protein 0g	

Crisp, rosy, citrusy champagne
flavors married with
bittersweet notes and steeped
with flavors of spice, herbs,
roots, barks, fruits, and flowers.



G&T

Ingredients:
Carbonated Water, Sugar, Natural
Flavor, Citric Acid, Sodium Citrate,
Monk Fruit Extract, Stevia Extract.

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Nutrition Facts	
4 servings per container	
Serving size 1 Can	
Calories 45	
% Daily Value	
Total Fat 0g	0%
Sodium 60mg	3%
Total Carbohydrate 9g	3%
Total Sugars 0g	
Includes Sugars 18%	
Protein 0g	

Flavors of a classic gin and
tonic with notes of juniper,
coriander, angelica root, and
a lime zest twist in a crisp
bitter tonic.

RECOMMENDED ON PREMISE EXECUTION

HIGH TRAFFIC, OCCASION-DRIVEN ACCOUNTS

ANYTIME
ANYWHERE



Concessionaires
Country Clubs
Golf Courses
Music Venues
Hotel Grab & Go
Outdoor Bars, Rooftops, Patios
Active Spaces

82%
of NA RTD
drinkers buy full
proof AND zero
proof in the
same setting.

+20%
Average increase
in total beverage
sales with a
robust non-alc
menu

DRIVE PRODUCT VISIBILITY TO ENHANCE REVENUE AND BRAND AWARENESS

PRODUCT DISPLAY

Menu placement: permanent or seasonal
Back Bar: displayed near RTD & beer cans



POS TOOLS

Check with DNAB contact on availability



Ice Bucket



Metal Straw



Koozie

SCANNABLES

	CAN UPC	TRAY PACK
Margarita		Six 4-PACKS / tray
G&T		Six 4-PACKS / tray
Spritz		Six 4-PACKS / tray

PRICING PER TRAY