



RITUAL ZERO PROOF®

THE LIQUOR REPLACEMENT

For the drivers, dieters, trainers, baby makers, night owlers, early risers, a**kickers who love a cocktail, but don't need the alcohol or calories.



GIN ALTERNATIVE

Lively botanical notes are accented by cucumber and sharpened by juniper. Crisp and bright. Versatile enough to stand in for vodka in many cocktails.

TEQUILA ALTERNATIVE

A green pepper nose and a grassy body, tempered with a hint of rock salt. Made for margaritas, it's the highest-rated spirit alternative in the world, with 98 Points.

RUM ALTERNATIVE

A classic dark rum profile: lush, rich with toasted spices. Ripe banana and burnt orange complemented by cloves and star anise.

WHISKEY ALTERNATIVE

Overtone of vanilla and oak, with notes of stone fruit and caramel, finishing with a pleasant heat.

CRAFTED OF ALL-NATURAL BOTANICALS • ALCOHOL-FREE
GLUTEN-FREE • NON-GMO • NO & LOW CALORIE

RitualZeroProof.com

RITUAL ZERO PROOF®

ENJOY THE RITUAL — WITHOUT THE ALCOHOL

HOW IS IT USED?

Ritual is crafted to store, pour and mix just like a traditional spirit. No new flavors to understand or recipes to learn. Simply substitute Ritual 1:1 in place of traditional spirits to make a non-alcoholic version of your favorite cocktail. Or keep the supporting spirits like vermouth or triple sec for added complexity, with just a fraction of the alcohol.

Q & A

Where do I sell this in my store?

Preferably in a dedicated non-alc section or off-shelf. Additional options are at the intersection of spirits and high-end mixers, or with the high-end mixers and bitters.

Are you a distilled product?

We are not a distilled product.

Some companies sell non-alcoholic products that actually contain alcohol—around 0.5%. Is your product truly alcohol-free, as in 0%?

Unlike many NA products, we are not an “alcohol removed” spirit. Ritual is crafted from the ground up, like cooking a great meal, and so never has proof to begin with. Of course, scientifically speaking, alcohol occurs naturally in trace amounts in many foods and beverages. Fun fact: bananas have more alcohol in them than Ritual Zero Proof.

How did you get the burn?

Trying to recreate the burn of alcohol is incredibly complicated – that’s why we went through more than 500 recipes! The solution was a complex blend of all-natural botanicals to trick your taste buds. Some bring the heat while others rein it in, creating a satisfying glow that serves as the spine of a proper cocktail.

What about calories? Gluten? Allergens?

Our gin and tequila alternatives have no calories at all. Our whiskey and rum alternatives have a few (10, to be precise), because, well, whiskey and rum are sweet. That sweetness comes from natural sugars. All of our spirits are certified gluten free. Non-GMO. No peanuts or tree-nuts. And again, they’re non-alcoholic.



SCAN FOR
COCKTAIL
INSPIRATION



INGREDIENTS



TEQUILA ALTERNATIVE

Filtered water, natural flavors, cane sugar, citric acid, xanthan gum, salt, caramel color, sodium benzoate & potassium sorbate as preservatives.



GIN ALTERNATIVE

Filtered water, natural flavors, cane sugar, xanthan gum, citric acid, sodium benzoate & potassium sorbate as preservatives.



WHISKEY ALTERNATIVE

Filtered water, cane sugar, natural flavors, xanthan gum, citric acid, caramel color, sodium benzoate & potassium sorbate as preservatives.



RUM ALTERNATIVE

Filtered water, cane sugar, natural flavors, caramel color, xanthan gum, citric acid, salt, sodium benzoate & potassium sorbate as preservatives.

Shelf Stable for 18 months, 12 weeks after opening. No refrigeration required, before or after opening.

Have more questions? Please contact sales@ritualbeverage.com