

Europe's adult non-alcoholic drink brands expand to USA

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Two of Europe's most dynamic beverage brands—UNDONE, a global pioneer in non-alcoholic aperitivo, wines and spirits, and Thomas Henry, the longstanding and well-awarded premium mixer company, have launched in the U.S. market. Together, they're bringing ease and quality drinks to American consumers who want sophisticated flavour in no and low-alcohol cocktails, without compromising taste.

The U.S. adult non-alcoholic beverage market is projected to reach \$5 billion by 2028, growing 7.4 per cent annually as consumers embrace moderation without sacrificing taste or ritual. UNDONE is revolutionising this space as the only adult non-alcoholic beverage company that starts with distilled, fermented and infused liquid, then gently removes alcohol using a patented process that preserves the authentic aroma, texture, and complexity. Unlike botanical alternatives that approximate spirit flavours, UNDONE starts with real spirits and masters the art of alcohol removal.

Taste and process aside, UNDONE's stance on inclusivity is unique in the growing field. "We're witnessing a cultural revolution where drinking has become truly inclusive, whether you add alcohol or not, the experience matters most," said Mehmet Akın, Co-founder and CEO, UNDONE. "This pop-culture shift reflects a fundamental behavioural change: consumers want the ritual, the flavour, the moment, without being defined by their alcohol choice - sober, sober-curious, or just add spirits. America's openness to this movement makes it the perfect time to bring UNDONE to the U.S."

Thomas Henry enters the U.S. as the #2 global premium mixer brand, beloved by bartenders across 60 countries for innovative flavours like Cherry Blossom Tonic, Pink Grapefruit, and Mystic Mango. Combined, Thomas Henry and UNDONE have recreated the template for America's best-selling cocktails as sophisticated, adult non-alcoholic alternatives that match the originals in aesthetic, taste, and overall experience.