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ARKAY Beverages Announces Global Expansion of Alcohol-Free Spirits BrandÂ

26 May 2026 | News

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ARKAY Beverages, a premium alcohol-free spirits and beverage brand founded in 2011, announced the global expansion of its alcohol-free spirits brand and new partnership opportunities for distributors, retailers, restaurants, hotels, hospitality groups, event operators, and affiliate partners worldwide.

The announcement comes as consumer demand for alcohol-free alternatives continues to grow across restaurants, hotels, retail, e-commerce, nightlife, entertainment venues, private events, and at-home consumption. ARKAY is expanding its global outreach to meet this demand and to support businesses seeking premium alcohol-free options for a new generation of consumers.

ARKAY offers consumers the taste, ritual, and sophistication of spirits without alcohol. The brand was created to provide a modern alternative for people who want to enjoy social moments without intoxication, hangovers, drunk driving, or loss of control.

â??ARKAY is more than a beverage. It is a movement for responsible celebration,â? said Reynald Vito Grattagliano, Founder of ARKAY Beverages. â??As demand for alcohol-free options continues to grow, we are expanding our global partner network and inviting distributors, retailers, restaurants, hotels, hospitality operators, and affiliates to join us in redefining celebration.â?

ARKAYâ??s expansion is focused on making alcohol-free spirits more accessible to consumers and businesses around the world. The company is seeking new relationships with distribution partners, retail buyers, foodservice operators, hospitality groups, event organisers, online sellers, and affiliate marketers who want to participate in the growth of the alcohol-free beverage category.

For decades, alcohol has been positioned at the centre of social life, from dinners and weddings to hotels, restaurants, nightlife, sporting events, and private gatherings. Today, more consumers are looking for choices that better align with wellness, responsibility, family, safety, religion, recovery, personal preference, and lifestyle values.