

PRESS RELEASE
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Introducing Beefeater 0.0% alcohol

The brand behind The World's Most Awarded Gin* continues its global rollout of its alcohol-free alternative that delivers the full Beefeater experience.

Beefeater, a brand renowned for its passion for innovation, has launched Beefeater 0.0%, a non-alcohol alternative that delivers all the taste with none of the alcohol in Italy and Canada. Following a successful launch in Spain, Beefeater 0.0% is now available in 27 markets globally, catering to the growing number of consumers opting for non-alcoholic drinks.

Inspired by the original Beefeater London Dry Gin, Beefeater 0.0% uses exclusively natural flavours to maintain the brand's iconic and much-loved citrusy and juniper-forward profile, creating a crystal clear, perfectly balanced drink without the alcoholic content. Be it in with tonic or served in a classic mocktail like the N0.0groni and Tom C0.0llins, Beefeater 0.0% delivers a crisp and refreshing drink time and time again.

The rollout of Beefeater 0.0% into more markets globally answers a growing consumer demand – more people than ever are altering the way they drink alcoholic drinks. In fact, out of those who choose no to low alcohol, only 18% of those are consumers who abstain from alcohol completely. This means 82% have either tried no-alcohol alternatives, chosen to not drink alcohol on some occasions or even choose to blend alcoholic and non-alcoholic drinks throughout one occasion as our approach to social occasions evolves. This change in behaviour has allowed the category to thrive – the value of the no-alcohol spirits category is set to grow by 31% between 2023-2033.

Murielle Dessenis, Brand Architecture & Activation Director Gins & Aperitifs, Pernod Ricard comments: "As the figures show, non-alcohol isn't just a trend, it's a new way of socialising that is here to stay. Whether choosing not to drink alcohol or alternating drinks throughout the night, the way we are socialising is evolving, and Beefeater is proud to innovate with its consumers. We truly believe in conviviality, whether you choose to drink alcohol or not, which is why following a successful launch in Spain, we are excited to launch Beefeater 0.0% in even more markets, a liquid that truly captures the energy of our timeless London classic Dry Gin but without the alcohol. Whatever the occasion is when socialising with your friends, there's a Beefeater serve for you."

Beefeater 0.0% will be available at an RRP of £21.

* Based on The International Spirits Awards from 2004 to 2025

1 IWSR 2022 – no-low strategic study

2 IWSR 2023

Notes to editors

Key Information

TASTE

Dry, refreshing with citrus notes.

AROMA

Profile characterized by the dominant presence of citrus aromas, especially orange and lemon, accompanied by underlying botanicals such as juniper, coriander, and angelica.

FINISH / APPEARANCE

Crystal clear and refreshing, even when mixed with tonic.

KEY SERVE

50ml Beefeater 0.0%, 125ml Indian Tonic Water, lemon wheel, orange wheel and glass full of ice.

ABV

0.04 % vol



About Beefeater

Beefeater London Dry Gin is the world's most awarded gin, distilled in the heart of London. Created by James Burrough in the 19th century, the iconic Beefeater recipe has remained virtually unchanged and today it is guarded by Beefeater's Master Distiller Emeritus, Desmond Payne, the most experienced gin distiller in the world. Beloved by international bartenders for its consistently outstanding quality and classic London dry taste, the Beefeater range consists of Beefeater Dry with its iconic crisp, clean, well-balanced flavour, Beefeater Crown Jewel, the pinnacle of Beefeater's portfolio; Beefeater 24, a super-premium gin infused with Japanese and Chinese teas to create a distinctive, complex gin to suit contemporary cocktail culture. Beefeater Black, a twist on the classic Beefeater Dry with two added botanicals, creating an herbal and citrus-forward gin and the brand's successful flavours, Beefeater Pink Strawberry, and Beefeater Blood Orange.

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