

# Huge demand for “The world’s first non-alco spirit that truly resembles a fine spirit” before launch.

Over the past decade the alcohol industry, like our society in general, has gone through rapid changes. Non-alcoholic alternatives, with non-alco beer as a catalyst, have gone from being seen as a mediocre substitute dedicated to the driver of the evening to being actively enjoyed by conscious connoisseurs during festive occasions. As a result, a new niche market has emerged: non-alcoholic premium spirits..

Two years ago, the founders behind award-winning chili dink Caliente set out on a journey to develop what skeptics called “mission impossible”: To produce a Swedish, non-alcoholic spirit. GNISTA is a unique combination of classic spirit making techniques, where distillation barrel ageing are central, modern gastronomy and food tech.

*– With our experience from the industry, we’ve seen how the non-alco alternatives have followed similar patterns as the vegetarian movement; today it’s no longer seen as uncool to actively opt out of alcohol at the party, rather the opposite. At the same time, people are tired of settling with children’s soda or tap water when the rest are sipping G&T’s. With “impossible is nothing” as a starting point we decided to produce a solid non-alco spirit that imitates the “difficulty” you’re used to from ordinary liquor, which is something that nobody has succeeded with before, says Erika Ollén, co-founder of GNISTA spirits.*

After a successful pre-launch, with all 350 bottles sold out in just a few hours, inquiries from leading stores and praise from recognised experts within the industry, GNISTA is now launching its first product “Floral Wormwood” on the European market. With an initial small-scale production based in Skåne, Sweden batch No.3 is expected to be fully booked soon.

*GNISTA’s first product “Floral Wormwood” offers a complex array of flavours : it’s peppery, earthy with an attractive hint of liquorice. And it has just the right degree of ‘difficulty’ essential in an alcohol replacement product. Definitely the most impressive non-alco spirit I’ve tried, says David Gluckman, globally recognised drinking expert and the man behind Bailey’s.*

When Erika and Thomas now embark on redefining what premium spirit can be 2019, it is taken for granted that the GNISTA spirits brand will use their megaphone to promote positive social change, with a primary focus on Swedish values such as gender equality and sustainability.

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**Product information**  
Gnista “Floral Wormwood”  
Flavour notes: Subtle hints of Bitter and herb accompanied by liquorice, rose and orange  
Volume 50 cl. Recommended consumer price is 225 SEK / 21€ / 19€.

## GNISTA