ABSTINENCE SPIRITS

Botanical inspired non-alcoholic spirits bringing sophistication & flavor to every drinking occasion



drinkabstinence.com Oakland, CA

Female Founder | Alcohol & Vice | Food & Beverage | Ecommerce

Highlights

1. Global non-alcoholic spirits brand in the ~$1.4B no/lo category, growing 3x the category average
2. $4M in cumulative revenue since launch, and a footprint across 10 global markets
3. Team with 50+ years combined CPG and retail expertise from SAB Miller, e.l.f. Cosmetics, and Walmart
4. Whole Foods sales 2x in June promotion compared to Jan launch, proof the retail thesis is working
5. Raising $1M via SAFE to fund US sales expansion, marketing, and a new ready-to-drink cocktail line

Featured Investors



Dayna Shi Follow

Experienced Finance leader specializing in scaling companies from pre-revenue to public

"I've known the founding team of Abstinence Spirits USA for almost 10 years, and I can tell you—they know how to execute. I've seen them put their heart and expertise into projects before, and this one is no different. That's why I'm excited to be an early investor and invite others to join in too.

The non-alcoholic spirits market is taking off as more people look for healthier drink options that don't compromise on flavor or experience. Abstinence Spirits has created something really special with its unique, botanical flavors that are a true 1:1 replacement for alcohol. It's extensive product range feels premium, crafted with care, and stands out from the typical options on the shelf.

Plus, today's consumers want more sustainable and mindful choices, and this brand checks those boxes. With a focus on quality ingredients with no chemical preservatives, it's the kind of product that aligns perfectly with what people are looking for right now.

I'm investing because I believe in the team, the product, and the market opportunity. This is your chance to get in early on a growing trend with a brand that has the potential to make a big impact. If you're excited about where the beverage industry is headed and want to be part of something new and innovative, I'd encourage you to join me in supporting Abstinence Spirits USA."



James Burns Follow

Experienced CPG operator and investor. Former CEO of 7Days US, prior to acquisition by Mondelez in 2022.

"At first, I wanted to invest in Abstinence because I believed in Ranwei. But then when I saw the branding and tasted the product, I was even more compelled."

& 3 more

Team



Ranwei Chiang CEO

Supply Chain and Operations leader in high-growth CPG companies focused on digital and retail expansion in the US and abroad.



Delta Croudace COO SPV Voting Proxy

Category and product leader at Walmart.com and Extend, a venture-backed startup that enabled protection products for more than 600 leading brands.



Matthew Croudace CFO

+15 years in International Trade with strong finance & fundraising experience.



Keith Stevens President

Entrepreneur & global brand builder (ex-Mars Global). Co-founder of award-winning PURA Soda.

A focused path to become a leading global non-alcoholic brand



Premium, botanical inspired non-alcoholic spirits - 6 award-winning expressions inspired by South Africa's Cape Floral Kingdom.





Abstinence Spirits is growing 3x faster than the non-alcoholic category, with $1.6M in revenue for FY25, growing at a 51% CAGR, and a team with deep consumer goods experience.



The no/lo market is worth $1.4B globally, and growing due to moderation becoming mainstream. More and more often, people are choosing to mix with crafted non-alcoholic options. Drinking less alcohol is becoming the norm.



Seven distinct expressions from Blood Orange Aperitif to Cape Malt peated whiskey alternative means Abstinence Spirits replaces your entire bar cart, and consumers can grow and experiment with our spirits.





We're the only brand in our competitive set that is craft distilled, all natural. We meet the strictest standards in the natural channel with clean, great tasting spirits.



Led by a team with roots at e.l.f. Cosmetics, SABMiller, Mars Global, and Walmart. We've built and scaled consumer brands before.



drinking occasion



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We are launching ready-to-drink canned cocktails to bring our signature spirits into a convenient, grab-n-go option. No mixing required. These higher velocity items will help us gain distribution and expand into more retail doors.

