

# THE MOST AWARDED NON-ALCOHOLIC BRAND IN THE WORLD

FUELING THE GROWTH OF MODERN DRINKING: LYRE'S DELIVERS PREMIUM, PROFITABLE, AND FUTURE-PROOF NON-ALCOHOLIC SOLUTIONS.

**Record Low Drinking, Dollars Still Flowing.**  
Only 54% of U.S. adults drink alcohol - lowest since 1939, down 13 points since 2022. Yet sales dipped less than 1%. Lyre's keeps those dollars in your basket with the most awarded non-alcoholic portfolio.

**Younger Generations Are Redefining the Category.** Gen Z and Millennials are leading the decline in alcohol consumption and driving the rise of mindful, zero-proof occasions. With alcohol down 4% in 2024 but sales steady, Lyre's positions your accounts to capture incremental growth and long-term loyalty.

**Majority Now See Drinking as Harmful.**  
53% believe even moderate drinking is harmful. Demand for elevated zero-proof cocktails, wines, and spirits is accelerating. Lyre's breadth and sophistication deliver what shoppers expect.



## AMARETTI

TOTALLY ALMOND ON THE PALATE, YET TANGY WITH SPICE TO KEEP THE NUTTY AND CANDIED VANILLA FLAVORS TO A MEDIUM-SWEET.



## BOURBON ALTERNATIVE

GENEROUS FLAVORS OF VANILLA AND TOASTED NUTS, WITH HERBAL NOTES PROVIDING A COMPLEXITY THAT IS OFFSET BY A LONG, MELLOW FINISH.



## COFFEE LIQUEUR ALTERNATIVE

HIGH NOTES OF ESPRESSO, SPICE, CARAMEL AND TOASTED NUTS THAT ARE ENHANCED BY A CLASSIC VANILLA FINISH.



## ITALIAN SPRITZ

BITTERSWEET AND BRIGHT FLAVORS - TYPICAL OF ITS ORIGINS. SWEETNESS FROM ORANGE PERFECTLY FUSES WITH COMPLEX AND ASTRINGENT FLAVORS OF RHUBARB, FINISHING DRY AND REFRESHING.



## TEQUILA ALTERNATIVE

RICH AND FULL OF CHARACTER, WITH EXPRESSIONS OF CITRUS AND ROASTED AGAVE GIVING WAY TO A PLEASANTLY PEPPERY FINISH.



## GIN ALTERNATIVE

FIRM FLAVORS WITH JUNIPER AND CITRUS. THE MID-PALATE HAS LOVELY VINOUS QUALITIES WITH EARTHY NOTES. PEPPERBERRY ADDS WARMTH AND DELIVERS A GENEROUS DRY FINISH.



## PINK GIN ALTERNATIVE

INSTANTLY FLORAL WITH NOTES OF ROSE, CHERRY, RED BERRY AND BLACKBERRY - FOLLOWED BY A GENEROUS GIN FORWARD FINISH.



## ITALIAN ORANGE

RICH MOUTHFUL OF FLAVORS WITH BLOOD ORANGE AND RED CITRUS TAKING THE LEAD.



## VERMOUTH ALTERNATIVE

BLOOD ORANGE AND VANILLA TAKE THE LEAD, FOLLOWED BY CARAMEL, CITRUS PITH AND CACAO.



## WHITE RUM ALTERNATIVE

OAK AND SUGAR CANE PROVIDE THE PLATFORM FOR MARZIPAN, ORANGE AND COCONUT TO SHINE - ROUNDED OFF WITH A LIGHT, PEPPERY FINISH.



## DARK RUM ALTERNATIVE

FULL FLAVORED NOTES OF CARAMEL, FUDGE, FIG AND TOASTED NUTS ARE ENHANCED BY A LONG MAPLE AND VANILLA FINISH.



## CLASSICO SPARKLING

CLASSIC GREEN APPLE TARTNESS, SOFT RICHNESS OF PEACH, PEAR AND RED APPLE PRESENT ON THE PALATE. CHALKY ACIDS NOTICEABLE AT THE END AS A PALATE CLEANSER BETWEEN GLASSES.



## CLASSICO ROSE

BRIGHT, DRY, AND FINELY BALANCED, DELIVERING BOLD CHERRY, DELICATE TOAST, AND OUR SIGNATURE STRAWBERRIES-AND-CREAM FINISH.



## AMALFI SPRITZ

BITTERSWEET ORANGE AND RICH PEACH FLAVORS OF LYRE'S ITALIAN SPRITZ SHINE BRIGHT AND INTENSELY. BUBBLES FILL THE PALATE, WITH FRESH ORANGE, COMPLEX RHUBARB AND ELDERFLOWER CREATING A DRY, DELICIOUSLY REFRESHING FINISH.



## G&T

FIRM FLAVORS OF JUNIPER AND CITRUS. BUBBLES PROVIDE A GENEROUS MOUTHFEEL, WHILE TONIC NOTES COMPLETE THIS CLASSIC COCKTAIL TO DELIVER A REFRESHINGLY DRY FINISH.



## CLASSICO

CLASSIC GREEN APPLE TARTNESS FOLLOWED BY SOFT RICHNESS OF PEACH, PEAR AND RED APPLE ON THE PALATE. GENEROUS AROMATICS CONTINUE FROM CAN TO GLASS, WITH CHALKY ACIDS PRESENT AT THE END - CLEANSING THE PALATE FOR THE NEXT GLASS.



## RUM MULE

AROMATIC AND SLIGHTLY SPICED GINGER BEER COMBINES WITH THE RICHNESS OF LYRE'S DARK RUM ALTERNATIVE + FRESH LIME ZEST TO DELIVER A REFRESHING, FULL-FLAVORED MULE.



## MARGARITA

FIRM FLAVORS OF JUNIPER AND CITRUS. BUBBLES PROVIDE A GENEROUS MOUTHFEEL, WHILE TONIC NOTES COMPLETE THIS CLASSIC COCKTAIL TO DELIVER A REFRESHINGLY DRY FINISH.

