

- Introducing -

DHŌS

FREE YOUR SPIRIT!



Certified Clean-Crafted – Free of harmful contaminants and toxins

- ❖ Manufactured in a cGMP certified facility
- ❖ Dhōs was tested for over 400 contaminants and toxins
- ❖ Certified clean and pure by the Clean Label Project
- ❖ Recipient of the coveted “Purity Award”



GIN FREE: a non-alcoholic spirit

(Compare to Bombay Sapphire®)

ORANGE: a non-alcoholic liqueur

(Compare to Cointreau®)

BITTERSWEET: a non-alcoholic aperitif

(Compare to Aperol®)



- 71% of consumers are interested in substituting NA spirit for alcohol
- NA beverage offerings predicted to grow by more than 30% by 2022

DHÖS

J. Henry Ransom

AMERICAN MADE NON-ALCOHOLIC SPIRITS
HANDCRAFTED FOR QUALITY AND FLAVOR

ZERO SUGAR

ZERO – 5 CALORIES

GREAT TASTING

TASTING NOTE

The texture is smooth and silky with a balanced richness that leads to the spiced finish featuring traditional flavors of rhubarb, brulée of oranges, and cinchona.



STRAWBERRY BREEZE

2 oz. Dhös Bittersweet
.5 oz. Strawberry Syrup
.5 oz. Lemon Juice
4 oz. Soda Water

Shake all ingredients except soda with ice. Strain over fresh ice in collins glass. Top with soda water.

Garnish with Lemon wheel & sliced strawberries.



TASTING NOTE

This tasty non-alcoholic spirit leaves a balanced combination of spice and earth influenced flavors reminiscent of traditional Gin with aromas of fresh pine, juniper berries, dried citrus and candied lemon.

PEACH GIMLET

2 oz. Dhös Gin-Free
.75 oz. Lemon Juice
.75 oz. Peach Syrup
2 Dashes Angostura Bitters

Shake all ingredients with ice. Strain over fresh ice in glass.

Garnish with thyme sprig & lemon wheel.



TASTING NOTE

Flavors of sweet vanilla, fresh citrus blossoms, and orange sherbet develop on the palate with a hint of spearmint and spice adding depth to the dominant fruit qualities.

DHÖS MULE

1 oz. Dhös Orange
1 oz. Dhös Gin-Free
.25 oz. Lime Juice
4 oz. Ginger Beer

Shake all ingredients except ginger beer with ice. Strain over fresh ice in a copper mug. Top with ginger beer.

Garnish with orange peel & lime wheel.

WHY DHOS? WHY NOW?

INDUSTRY EXPERTS AND STATISTICAL ANALYSIS POINT TO THE MOST IMPORTANT TRENDS IN CONSUMER PREFERENCE WHEN IT COMES TO BEVERAGE DECISIONS:



BETTER-FOR-YOU OPTIONS
IN BEER, WINE AND SPIRITS



ABSTINENCE IS A VERY REAL
(AND GROWING) TREND!



ALTERNATIVE DRINKS ARE
HERE TO STAY

Millenials are of age
& making an impact



1 in 5

21-34 years old hadn't been out for a drinking
occasion in the 3 months prior to COVID

Source: CNGA OPUS 2019



THE NON-ALCOHOLIC SPIRITS COMPETITIVE SET

YOUR DRINK, YOUR WAY.....
WITHOUT ALL THE CALORIES, SUGAR OR ALCOHOL!



DHOS

750ML

\$24.99 RETAIL



HAND-CRAFTED
IN AMERICA
AT OUR OREGON
FARM &
DISTILLERY



CERTIFIED
PESTICIDE FREE



ZERO
SUGAR



ZERO - FIVE
CALORIES



clean
label
PROJECT
CERTIFIED



SEEDLIP

700ML

\$32.99 RETAIL

MADE IN
ENGLAND

X



ZERO
SUGAR



ZERO - FIVE
CALORIES

X

X



LYRE'S

700ML

\$34.99 RETAIL

MADE IN
AUSTRALIA /
UNITED KINGDOM

X

X

X

X

X

BEYOND JUST ALCOHOLIC FREE!

MAKE IT SKINNY!

- DHOS is not just for non-alcoholic cocktails. It provides a solution for reduced calories and reduced alcohol in standard cocktails.
 - *Example: Reduce a traditional Margarita by 200+ calories when substituting DHOS Orange for Triple-Sec*
- **REDUCED COST / MARGIN ENGANCEMENT**
- DHOS offers premium quality at a savings vs. comparable products.



DHOS



YOUR DRINK, YOUR WAY...
WITHOUT ALL THE CALORIES, SUGAR OR ALCOHOL!



BITTERSWEET

PROOF	0
SUGARS / 1.5 OZ	0
CALORIES / 1.5 OZ	5
PRICE / OZ W/ TAX	\$0.98



CAMPARI

PROOF	50
SUGARS / 1.5 OZ	12
CALORIES / 1.5 OZ	120
PRICE / OZ W/ TAX	\$1.49



APEROL

PROOF	23
SUGARS / 1.5 OZ	15
CALORIES / 1.5 OZ	103
PRICE / OZ W/ TAX	\$1.20



ORANGE

PROOF	0
SUGARS / 1.5 OZ	0
CALORIES / 1.5 OZ	5
PRICE / OZ W/ TAX	\$0.98



COINTREAU

PROOF	80
SUGARS / 1.5 OZ	10
CALORIES / 1.5 OZ	95
PRICE / OZ W/ TAX	\$2.00



TRIPLE SEC

PROOF	60
SUGARS / 1.5 OZ	11
CALORIES / 1.5 OZ	225
PRICE / OZ W/ TAX	\$0.59



GIN FREE

PROOF	0
SUGARS / 1.5 OZ	0
CALORIES / 1.5 OZ	5
PRICE / OZ W/ TAX	\$0.98



HENDRICK'S

PROOF	88
SUGARS / 1.5 OZ	0
CALORIES / 1.5 OZ	110
PRICE / OZ W/ TAX	\$1.37



AVIATION

PROOF	84
SUGARS / 1.5 OZ	0
CALORIES / 1.5 OZ	105
PRICE / OZ W/ TAX	\$1.18



POS TOOLS

3 Case Display:
in market Nov/2020

Recipe neckers: pre-packed on bottles
with additional inventory in FLOW



DHOS/RANSOM SHAKER



ONLY THE BEST.
We believe you deserve only the best. That's why we crafted DHOS with the purest and cleanest ingredients, including no ultra low fructose, no sugar, and its even certified pesticide free - no one can say that! DHOS was created by the real deal craft distillers who pioneered the craft movement and recognized the need for a non-alcoholic version so that people can enjoy the craft without the guilt.



Sell Sheet



Bottle Collar



Shelf Talkers:

w/Branded and non-branded mixers (available by request)



MIR Coupon



YOUR DRINK, YOUR WAY... WITHOUT ALL THE CALORIES, SUGAR OR ALCOHOL!

	BITTERSWEET	CAMPARI	APEROL
PROOF	0	50	23
SUGARS / 1.5 OZ	0	12	15
CALORIES / 1.5 OZ	5	120	103
PRICE / OZ W/ TAX	\$0.98	\$1.49	\$1.20

	ORANGE	COINTREAU	TRIPLE SEC
PROOF	0	80	60
SUGARS / 1.5 OZ	0	10	11
CALORIES / 1.5 OZ	5	95	225
PRICE / OZ W/ TAX	\$0.98	\$2.00	\$0.59

	GIN FREE	HENDRICK'S	AVIATION
PROOF	0	88	84
SUGARS / 1.5 OZ	0	0	105
CALORIES / 1.5 OZ	5	110	105
PRICE / OZ W/ TAX	\$0.98	\$1.37	\$1.18

Comparative SS
Vs. Alcoholic and
Non-Alcoholic Brands