

# SEEDLIP LAUNCHES SISTER BRAND OF NON-ALCOHOLIC APERITIFS

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UK – **Æcorn Aperitifs** is a new range of non-alcoholic aperitifs created to be paired with food and stimulate the appetite.

Designed to be served as a spritz or within a variety of no-or low-alcohol cocktails, the range launches with three varietals: Dry, Bitter and Aromatic. Each is made from Pinot Noir, Meunier and Chardonnay grapes grown in England, which are pressed early and blended with herbs, roots and bitter botanicals.

'We are thrilled to be following in **Seedlip**'s footsteps and breaking new ground in the category they created,' says Claire Warner, managing director of Æcorn Aperitifs. 'Since Seedlip's launch, the world of non-alcoholic has shown itself to be dynamic and exciting, and we hope that the introduction of Æcorn Aperitifs will now give everyone who is not drinking, a seat at the table.'

For more on how innovators are rethinking the non-alcoholic category, read our **Evening Waters** microtrend.