



ACALA

Gastronomical · Natural · Social

Fine sparkling tea for wine lovers





Fine, non-alcoholic sparkling tea with exceptional aromas and flavors, complementing the experience of wine culture.

Gastronomical · Natural · Social

This is ACALA



Martynas Žemavičius

Co-founder

- 20 years in the global fine wine marketplace (based in London)
- Wine & Spirit Education Trust Diploma (WSET)
- Certified Sommelier
- Decanter World Wine Awards – Senior Champagne Judge
- Diploma in Natural Perfumery
- Champagne Academy Finalist



Three global markets that ACALA covers



Markets

Current Markets

Austria
Belgium
Canada
Croatia
Cyprus
Czech Republic
Denmark
Hong Kong
Estonia
Finland
France
Germany
Hungary
Italy
Kazakhstan
Latvia
Lithuania
Luxemburg
Mexico
Netherlands
Norway
Poland
Portugal
Slovakia
Singapore
Spain
Sweden
Switzerland
USA

Upcoming Markets

Georgia
Hungary
Island
South Korea
Thailand



Global Consumer Trends & Drivers

- Choosing quality over quantity
- Demand for complex flavors & food pairings
- Rise of the mindful drinking movement
- Wellness, sustainability & natural ingredients in trend
- Guests willing to pay for premium NA
- Upselling water: higher margins for venues



ACALA Strengths

- 100% natural ingredients & pure spring water
- Organic, vegan & 0.0% alcohol
- Wine-like complexity, dry style, food-pairing friendly
- Red Wine style – unique in the world
- Cocktail-inspired styles: Spritz & Mimosa
- Two designs: premium wine-style & modern cocktail-style
- Formats: 33cl single-serve, 75cl full-size & 150cl magnum



Sustainability

- ✓ ACALA gives 1% of turnover to the Ancient Woods Foundation, helping protect thousands of acres of forest & biodiversity.
- ✓ Organic certified, natural & vegan ingredients.
- ✓ Recycling packaging, lightweight bottles & solar energy.



Production

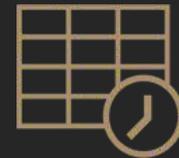


The Finest Ingredients

- Crafted from pure spring water
- Over 400 botanicals tested
- Organic certified and natural
- Perfected through 5+ years of tastings
- Continuously evolving



The production process spans over half a year



Brewing

Brewing tea in spring water over live fire.

Fermentating

Fermentation in oak barrels, stainless steel tanks and glass jars.

Blending

Blending mature fermented teas with freshly made teas, and spices, flowers, herbs and juices.

Maturing

Maturing bottled sparkling tea in a dark, cool cellar.



Part of Acala ferments in barrels from

- Chateau Margaux
- Chateau Mouton Rothschild
- Burgundy Grand Cru Pinot Noir
- Champagne Grand Cru Chardonnay
- Hermitage
- Scottish Whisky







Expert Guidance Behind ACALA

- Input from World's Best Sommelier finalists
- Collaboration with organic wine producers
- Insights from natural perfumery masters
- Experience shared by Michelin-starred chefs



Assortment



White wine style - Organic



Key organic ingredients:
Hemp, green tea, lemongrass

Smell & Taste
Hazelnuts, apricots, hemp,
lemon zest

Pairs well with

- Creamy mushroom dishes
- Cod
- Turkey

Available sizes: 33cl, 75cl, 150cl



Rose wine style - Organic



Key organic ingredients:
Wild fireweed, hibiscus

Smell & Taste

Floral, peach, apricot, rhubarb,
cherry, mineral

Pairs well with

- Shellfish
- Tuna
- Red fruits

Available sizes: 33cl, 75cl

Red wine style - Organic



Key organic ingredients:

Blueberry, blackcurrant, chokeberry
Pu-erh, hibiscus, fireweed, Assam

Smell & Taste

Blueberry, black currant, floral,
earthy

Pairs well with

- Goat cheese
- Octopus & duck meat
- Cheesecake with blueberries

Available sizes: 33cl, 75cl



Winter Spiced style - Organic



Key organic ingredients:
Blueberry, blackcurrant, Pu-erh,
Assam, Spices, Orange

Smell & Taste

Forest berries, oaky, sweet spices,
a touch of orange zest

Pairs well with

- Duck & venison
- Blue cheese
- Christmas cake

Available sizes: 75cl



Cocktail style collection



Labels collaboration with Gia Ram
- renowned modern artists

Mimosa style - Organic



Key organic ingredients:
Orange, quince, fireweed,
wormwood

Smell & Taste
Citrus, apricot and orange

Pairs well with

- Breakfast
- Avocado salad
- Smoked salmon

Available sizes: 33cl, 75cl



Spritz style - Organic



Key organic ingredients:
Orange, hibiscus, fireweed,
marigold, wormwood

Smell & Taste

Blood orange, grapefruit peel,
red berries, delicate herbal notes.

Perfect aperitif

Available sizes: 33cl, 75cl, 150cl



Clients & Reviews



An official partner for the RREC's celebration of 120 years of Rolls-Royce



As good as wine

Acala's premium sparkling tea with natural, organic ingredients gives the same indulgence of a fine wine without the alcohol

artynas Žemavičius worked and wine trader for some

her I stopped as well. After 20 years working in the wine industry, wine was a big part of our lives." The couple often let gift but as friends visited vineyards or shared a bottle of Bordeaux over dinner. Water was not the same. Martynas wanted to put his years of experience in developing his palate, knowledge and contacts to good use. "I decided to solve our problem by creating tasty non-alcoholic drinks that would be stylistically as similar as possible to fine wines, in bottles that would look very much the same."

When Martynas co-founded Acala in Lithuania in 2020, he quickly realised he was not alone in his search for alternatives to alcohol. "The drive for non-alcoholic

drinks with exceptional aromas and flavours is a global boom," says Martynas. "People who drive to a night out, pregnant women, people with young children and those who simply want to face the next day with a clear head are all keen to discover alcohol-free drinks."

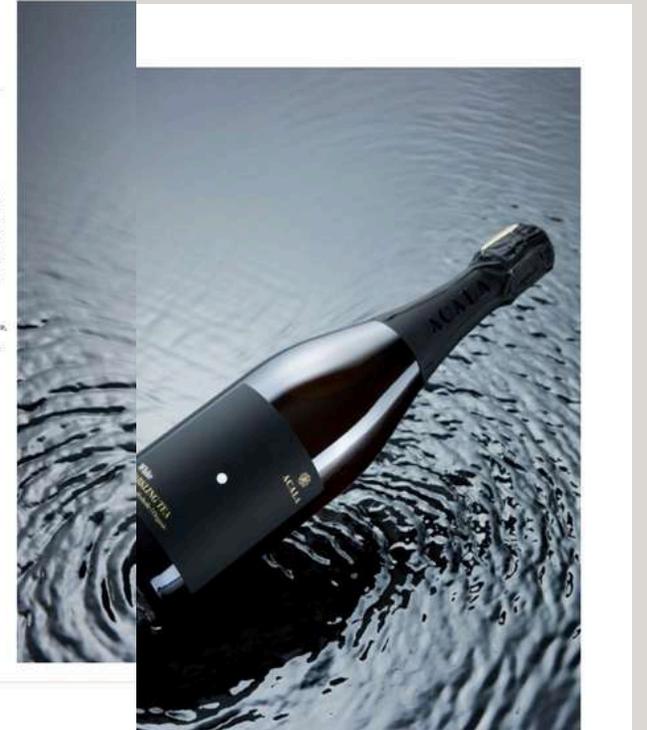
Often, they are poorly served by the options available. "We tried all the non-alcoholic wines we could find," says Martynas. "Some of them, we threw away before we finished, they were so horrible." Many non-alcoholic wines have stripped the flavour along with the alcohol and add sugar to compensate. The taste of Acala drinks, however, has been developed with wine lovers in mind. "If you enjoy a New Zealand Sauvignon Blanc, you will find our sparkling tea contains the same flavours – gooseberries, lemongrass and rhubarb – and it has the same acidity and dry taste."

The Acala team go through a painstaking process of matching flavours to specific wines. They deconstruct each one, isolating the taste, colour, acidity and effervescence, and mix these with tea, fruits and other natural, organic ingredients. Even when a perfect match is found, it must still complement the other elements. The team then tries the blend with food to see which flavours combine best. They have produced six flavours so far: a white blend, a red blend, a rosé, a smulled wine, a Spritz and a Mimosa.

Acala sells around 500,000 bottles a year. They can be found in Michelin-starred restaurants, gourmet stores and high-end hotels including Kempinski and Mandarin Oriental. "We need those gastrophiles, prestigious hotels and Michelin-starred restaurants, but they also need us," says Martynas. When people choose degustation menus at exclusive venues, they often need a high-quality non-alcoholic option to go with it. "If they are spending hundreds on a meal, they want to be able to experience all the smells and tastes. That might not be so easy if they have 12 small glasses of wine with every dish," while restaurateurs have a broad selection of wines to choose from, the same cannot always be said for soft drinks. Acala fills this gap in the market.

Martynas believes that people enjoy the social and gourmet aspects of drinking, but do not necessarily always need alcohol. Increasingly, even places such as car showrooms treat their customers to Acala sparkling tea instead of champagne. "Most of our clients enjoy wine, but life is all about balance, and our premium soft drinks get that balance right."

www.drinkacala.com



Featured in



Falstaff, international wine & food magazine.
Acala took 1st, 2nd & 3rd place

VOGUE magazine



Jancis Robinson

Rated highest out of 54 by Jancis Robinson's team: "This I can drink instead of wine."

Jancis Robinson



World Alcohol Free Competition

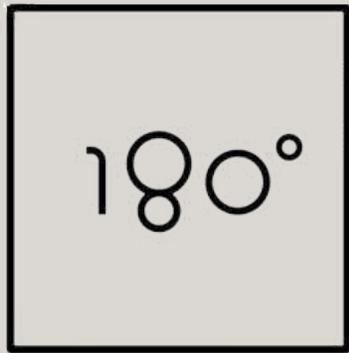
Gold Medal two years in a row,
Blind-tasted in London among 450 drinks

Paris Fashion Week

Together with Ann Demeulemeester



Michelin Star Restaurants



Alchemist 2* Michelin

No. 5 in the world. 2025 - 50BEST

“I admire Acala’s diverse range – balanced, elegant drinks that pair beautifully with many foods. Their precise ingredient choices and crafted flavors show incredible detail, expertise, and patience.”

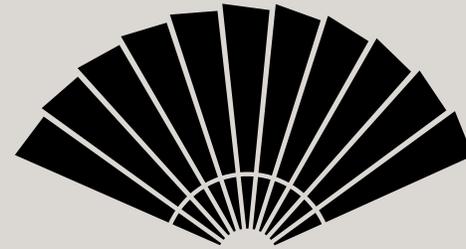
Jogile Bulavaite
Manager, Alchemist, Denmark



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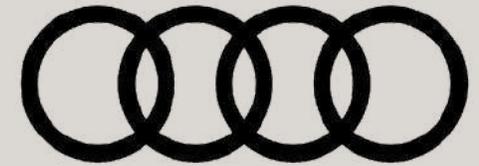


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of NIX

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Collaborations



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AUDI



ACALA
x
PACAI



ACALA
x
Ieva Mackevičienė





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