

**DIONILIFE DELIVERS ON SPIRITS VISION WITH LA BOROSA AND PAVARI 17 AS NO & LOW BOOM CONTINUES**

*DioniLife has unveiled its first non-alcoholic spirits, La Borosa and Pavari 17, marking a bold step in realising the company’s ambition to bring full-strength flavour to the no and low-alcohol space*

 

*DioniLife’s new non-alc spirit launches, La Borosa and Pavari 17*

DioniLife, the innovative low‑ and no‑alcohol drinks group that acquired non‑alcoholic beer brand [Mash Gang](https://mashgang.com/) in late 2024, is set to launch two new premium alcohol-free spirit brands across the UK from 23rd July - La Borosa, a blue agave spirit; and Pavari 17, a Mediterranean aperitif.

Developed in-house, following extensive benchmarking against full-strength spirits, these new spirit brands emulate the unique “burning” sensation that comes from their alcoholic counterparts, to feel as authentic as possible. The spirits reflect DioniLife’s commitment to flavour, without compromise. Each brand launch includes a 700ml bottle of the spirit, as well as two ready-to-serve cocktail options for La Borosa and one spritz for Pavari 17.

CEO Damian McKinney said “From the beginning, our ambition was to create non-alcoholic spirits that deliver the richness, complexity, and character you’d expect from full-strength drinks. That’s why we built our liquids from the ground up, using advanced blending techniques, precision mixology, and natural ingredients.”

La Borosa captures the warmth, complexity, and bold agave character of tequila, formulated to shine in a Margarita, Paloma, or Picante, or to be savoured neat. Pavari 17 embraces a lively Mediterranean-inspired profile, with 17 unique natural ingredients and botanicals, perfect for a zero-alc Spritz or a bubbly soda serve. Both products will be available from 23rd July in 700ml glass bottles for mixology and bar use, alongside 250ml ready-to-serve cans, including the La Borosa Margarita, Paloma, and the Pavari Spritz. These are next-generation alcohol-free drinks, bringing bar-quality cocktails to fridge shelves, the on-trade and social occasions alike.

The launch comes at a pivotal time for the alcohol-free category. IWSR reports UK non-alcoholic spirits grew around 7% in 2024, with the wider market forecast to grow at a 7% CAGR through 2028[[1]](#footnote-2). More specifically, non-alcoholic spirits have a forecast future growth in the UK of 9% CAGR, reaching approximately £30 million by 2030[[2]](#footnote-3). Younger drinkers are leading this shift, increasingly favouring moderation through “zebra-striping”, a trend involving alternating alcoholic and non-alcoholic drinks, as mindful consumption becomes mainstream[[3]](#footnote-4). Alcohol-free cocktails also open up a broader consumption moment to the on-trade, with consumers more likely to consume earlier in the day (for example at lunchtime) than the alcoholic equivalents.

Damian McKinney, CEO of DioniLife, said: “From the outset, developing non-alcoholic spirits was part of our vision. Our acquisition of Mash Gang was driven by their innovation in the no- and low-alc beer space, but spirits have always been on the roadmap. When we tested non-alcoholic spirit alternatives, nothing came close to the real thing. That’s why we chose to incubate our own, combining science, craft, and technology to prove that full-strength taste is absolutely possible without alcohol.”

Steve Wilson, Innovation Lead adds: “Our aim was to create drinks that taste as good – or better – than their alcoholic counterparts. That meant starting from scratch, not imitating. These are real drinks for real social occasions, crafted with care and precision.

“With La Borosa, we’ve captured that earthy agave depth and gentle warmth of tequila, whilst Pavari 17 channels the vibrant, bittersweet elegance of a Mediterranean Spritz, built to elevate any moment. We’re certain consumers are going to be blown away by these products that truly have to be tasted to be believed.”

La Borosa and Pavari 17 will be available from 23rd July through selected UK retailers, with listings on Amazon expected in early August. The recommended retail price for Pavari 17 is £19.99 and £21.99 for La Borosa. The 250ml ready-to-serve cans for both brands will be priced at £3 each.

Retailers, distributors, and on-trade partners interested in stocking La Borosa or Pavari 17 can do so via DioniLife’s appointed distributor, Craftwork UK.

**ENDS**

**Notes to Editors**

For further information and media enquiries, please contact the DioniLife PR team at dionilife@hatch.group / 0113 361 3600.

**About DioniLife**

Established in 2024, DioniLife is a platform company built by spirits industry innovators exclusively focused on non-alcoholic adult beverages. The company launched with Mash Gang, a leading non-Alcoholic beer, in the United States and the United Kingdom, with plans for global expansion. DioniLife is backed by Invus, the exclusive investment advisor to Artal, a global equity investment firm with offices in the United States, Europe and Asia.

1. *https://www.theiwsr.com/insight/the-uk-no-alcohol-market-key-statistics-and-trends* [↑](#footnote-ref-2)
2. *https://www.grandviewresearch.com/horizon/outlook/non-alcoholic-spirits-market/uk* [↑](#footnote-ref-3)
3. *https://www.beveragedaily.com/Article/2025/03/20/the-biggest-opportunities-for-alcohol-free-and-low-alcohol-drinks* [↑](#footnote-ref-4)