

# Ish

## Non-Alcoholic Spritz

### THE FACTS

COUNTRY: Austria

REGION: Austria

APPELLATION: Austria

### THE STORY

Discover ISH, the innovative Danish brand revolutionizing on-alcoholic beverages since 2018. Their products include meticulously crafted non-alcoholic offerings, including ready-to-drink canned cocktails like the refreshing SpritzISH and the classic GinISH & Tonic. With over 40 international taste awards and a strong commitment to sustainability, ISH continues to set the standard for premium non-alcoholic beverages.

### THE ADJECTIVES

OVERALL: Refreshing and light

AROMAS / FLAVORS: Mandarin, orange, lemon

MOUTHFEEL: Classic bitterness from gentian root and quassia bark

### THE SELLING POINTS

All Natural, Non-Alcoholic Bittersweet Citrus Spritz

SUSTAINABILITY: No Sulfites Added

PAIRINGS: Aperitifs, pizza, pasta

