

Lyre's

The world's most awarded non-alcoholic spirits brand



BUILD A COMPLETE ZERO-PROOF BACK BAR FROM A SINGLE HOUSE — GIN, WHISKEY, RUM, AGAVE, VERMOUTH, LIQUEUR AND APÉRITIVO.

Lyre's builds flavour from the ground up using natural essences, distillates and extracts that mirror the aroma, depth and mouthfeel of classic spirits, all at <0.5% ABV. Founded in Australia in 2019 and now distributed in 60+ countries, Lyre's lets any venue run a full non-alcoholic cocktail programme with 1:1 substitution in the recipes their team already knows. Zepeim is the US wholesale distributor.

01

MOST AWARDED

The most awarded non-alcoholic spirits brand worldwide.

02

CRAFTED LIKE THE CLASSICS

Natural essences & extracts, never distilled from alcohol.

03

TRUE TO TASTE

Complex, balanced flavour — not too sweet, never thin.

04

MADE TO BE MIXED

Built for 1:1 substitution in classic cocktails.

THE RANGE — SPIRIT ALTERNATIVES (700 ML)

PRODUCT	CATEGORY	FLAVOUR PROFILE	SIGNATURE SERVE
Dry London Gin Alternative	Gin Alternative	Juniper · Citrus · Floral	Gin & Tonic
Pink London Pink Gin Alternative	Gin Alternative	Raspberry · Rosehip · Strawberry	Pink Gin Fizz
American Malt Bourbon Alternative	Whiskey / Bourbon Alternative	Vanilla · Toasted Nuts · Oak	Old Fashioned
White Cane White Rum Alternative	Rum Alternative	Sugar Cane · Coconut · Citrus	Mojito
Dark Cane Dark Rum Alternative	Rum Alternative	Caramel · Vanilla · Toasted Nuts	Dark & Stormy
Agave Blanco Tequila Alternative	Tequila Alternative	Agave · Saline · Lemon	Margarita
Aperitif Rosso Vermouth Alternative	Vermouth Alternative	Blood Orange · Vanilla · Citrus	Negroni
Italian Orange Italian Orange	Apéritif Alternative	Blood Orange · Cherry · Citrus	Americano
Italian Spritz Italian Spritz	Apéritif Alternative	Orange · Rhubarb · Citrus	Amalfi Spritz
Amaretti Amaretti	Liqueur Alternative	Almond · Marzipan · Vanilla	Amaretti Sour
Coffee Originale Coffee Liqueur Alternative	Liqueur Alternative	Coffee · Vanilla · Chocolate	Espresso Martini

SPARKLING (750 ML)

Classico · Classico Rosé — **Foundational**

RTD CANS (250 ML × 24)

Rum Mule · Amalfi Spritz · G&T · Classico · Margarita — **Foundational**

LYRE'S NON-ALCOHOLIC · <0.5% ABV

Dry London

Gin Alternative · 700 ml

SIGNATURE SERVE

Gin & Tonic



JUNIPER-FORWARD AND DRY WITH CITRUS LIFT, FLORAL AROMATICS AND GENTLE SPICE — A CRISP, CLEAN GIN ALTERNATIVE.

— FLAVOUR PROFILE

Juniper-forward and dry with citrus lift, floral aromatics and gentle spice, finishing crisp and clean. The mid-palate carries earthy, vinous depth, while pepperberry adds a touch of warmth into a generous dry finish.

— BOUQUET

Orange blossom, lime, jasmine, juniper and mint.

— HOW TO ENJOY

Pour over ice with premium tonic and a pink grapefruit and rosemary garnish for a classic zero-proof G&T. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

G&T, Negroni (with Lyre's Vermouth Alternative & Italian Orange), Pink Gin Fizz, London Dry Collins.

DETAILS

CATEGORY	Non-alcoholic gin alternative (<0.5% vol)
STYLE	Gin Alternative
SIGNATURE SERVE	Gin & Tonic
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Glucose Syrup, Natural Flavourings, Acidity Regulator (Citric Acid), Preservative (Potassium Sorbate E202), Stabiliser (Cellulose Gum E466), Quinine.
NUTRITION (PER 30 ML)	0 kcal · 0 g sugar · 0 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

ABOUT LYRE'S Lyre's Spirit Co., founded in Australia in 2019 by Mark Livings and Carl Hartmann, is the world's most awarded non-alcoholic spirits brand, distributed in more than 60 countries. Using advanced flavour engineering and natural essences, distillates and extracts, Lyre's recreates the aroma, depth and mouthfeel of classic spirits — without the alcohol. Zepeim is the US wholesale distributor.

LYRE'S NON-ALCOHOLIC · <0.5% ABV

Pink London

Pink Gin Alternative · 700 ml

SIGNATURE SERVE

Pink Gin Fizz



RED BERRIES AND ROSEHIP WITH FLORAL NOTES AND CLASSIC JUNIPER, FINISHING DRY AND REFRESHING — A BRIGHT PINK GIN ALTERNATIVE.

— FLAVOUR PROFILE

Red berries and rosehip with floral notes and classic juniper, finishing dry and refreshing. Generous rose, cherry and berry flavors with floral lift close dry with classic juniper character.

— BOUQUET

Red berries, rosehip and floral aromas layered over a clean juniper base.

— HOW TO ENJOY

Best served mixed — pour with premium lemonade or grapefruit soda for a pink gin-style highball; garnish with strawberries, mint and ruby grapefruit. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Pink Gin Fizz, pink G&T, summer spritz, floral highballs.

DETAILS

CATEGORY	Non-alcoholic gin alternative (<0.5% vol)
STYLE	Pink Gin Alternative
SIGNATURE SERVE	Pink Gin Fizz
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Glucose Syrup, Natural Flavourings, Acidity Regulator (Citric Acid), Preservative (Potassium Sorbate E202, Sodium Benzoate E211), Stabiliser (Cellulose Gum E466), Allura Red Colour (E129).
NUTRITION (PER 30 ML)	9 kcal · 0.3 g sugar · 2.3 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

American Malt

Bourbon Alternative · 700 ml

SIGNATURE SERVE
Old Fashioned



MELLOW CARAMEL AND VANILLA LAYERED WITH TOASTED NUTS, SWEET SPICE AND CHARRED CEDARY OAK — A SMOOTH BOURBON ALTERNATIVE.

— FLAVOUR PROFILE

Mellow caramel and vanilla layered with toasted nuts, sweet spice and charred cedary oak, finishing smooth and gently spiced. Generous vanilla and toasted-nut flavors with baked fruit deliver a mellow palate and a long, lingering finish.

— BOUQUET

Honey and straw hues with aromas of vanilla, rye spice, caramel and charred cedar oak.

— HOW TO ENJOY

Best enjoyed mixed — serve over ice with cola for a smooth, classic pour. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Whiskey Sour, Boulevardier (with Lyre's Vermouth Alternative & Italian Orange), Manhattan-style, Old Fashioned.

DETAILS

CATEGORY	Non-alcoholic whiskey alternative (<0.5% vol)
STYLE	Bourbon Alternative
SIGNATURE SERVE	Old Fashioned
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Glucose Syrup, Caramel Syrup (E150D), Natural Flavours, Acidity Regulator (Phosphoric Acid), Stabiliser (Cellulose Gum), Preservative (Potassium Sorbate, Potassium Benzoate), Sweetener (Steviol Glycosides).
NUTRITION (PER 30 ML)	3 kcal · 0 g sugar · 0.7 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

White Cane

White Rum Alternative · 700 ml

SIGNATURE SERVE

Mojito



FRESH SUGAR CANE WITH CARAMEL SWEETNESS, COCONUT, CITRUS AND A LIGHT PEPPERY FINISH — A CRISP WHITE RUM ALTERNATIVE.

— FLAVOUR PROFILE

Fresh sugar cane with caramel sweetness, coconut, citrus and a light peppery finish. Sugar cane and oak form the base, lifted by caramel popcorn, marzipan, orange and coconut into a gently peppery, dry close.

— BOUQUET

Light straw color; sugar cane, oak, toasted nuts and bright lemon–orange citrus.

— HOW TO ENJOY

Best enjoyed mixed — pour with lime, mint and soda for a refreshing Mojito-style serve. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Mojito, Daiquiri, Mai Tai, Piña Colada.

DETAILS

CATEGORY	Non-alcoholic rum alternative (<0.5% vol)
STYLE	White Rum Alternative
SIGNATURE SERVE	Mojito
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Sugar, Glucose Syrup, Natural Flavours, Acidity Regulator (Citric Acid), Caramel Colour (E150D), Stabiliser (Cellulose Gum), Preservative (Potassium Sorbate).
NUTRITION (PER 30 ML)	5 kcal · 0.6 g sugar · 1 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Dark Cane

Dark Rum Alternative · 700 ml

SIGNATURE SERVE

Dark & Stormy



RICH CARAMEL AND MOLASSES WITH MAPLE, VANILLA, WARM SPICE AND TOASTED NUTS — A SMOOTH DARK RUM ALTERNATIVE.

— FLAVOUR PROFILE

Rich caramel and molasses with maple, vanilla, warm spice and toasted nuts, finishing smooth and gently sweet. Full-bodied caramel, fudge, fig and toasted nuts lead to a long finish with maple and vanilla sweetness.

— BOUQUET

Deep caramel with molasses, maple, orange, vanilla, nutmeg and salted caramel.

— HOW TO ENJOY

Best enjoyed mixed — serve as a classic dark rum-style mixer with ginger ale or cola. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Rum & Cola, Dark 'n Stormy-style, Mai Tai-style.

DETAILS

CATEGORY	Non-alcoholic rum alternative (<0.5% vol)
STYLE	Dark Rum Alternative
SIGNATURE SERVE	Dark & Stormy
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Sugar, Glucose Syrup, Natural Flavours, Acidity Regulator (Citric Acid, Ascorbic Acid), Caramel Colour (E150D), Preservative (Potassium Sorbate, Potassium Benzoate), Stabiliser (Cellulose Gum).
NUTRITION (PER 30 ML)	6 kcal · 0.8 g sugar · 1.3 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Agave Blanco

Tequila Alternative · 700 ml

SIGNATURE SERVE

Margarita



FRESH AGAVE WITH CITRUS LIFT, SUBTLE PINE AND OLIVE NOTES, FINISHED WITH LIVELY PEPPERY SPICE — A BRIGHT TEQUILA ALTERNATIVE.

— FLAVOUR PROFILE

Fresh agave with citrus lift, subtle pine and olive notes, finished with lively peppery spice. Citrus and roasted agave dominate, balanced by peppery spice and a vibrant, mouthwatering finish.

— BOUQUET

Lemon, agave and chamomile with saline, pine and earthy spice notes.

— HOW TO ENJOY

Best served mixed — shake with lime and citrus for a Margarita-style drink, or mix with grapefruit soda for a Paloma. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Margarita, Paloma, fresh citrus-driven mixed drinks.

DETAILS

CATEGORY	Non-alcoholic tequila alternative (<0.5% vol)
STYLE	Tequila Alternative
SIGNATURE SERVE	Margarita
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Natural Flavours, Agave Syrup, Acidity Regulator (Citric Acid), Salt, Stabiliser (Cellulose Gum), Preservative (Potassium Sorbate), E242.
NUTRITION (PER 30 ML)	3 kcal · 0.4 g sugar · 0.7 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Aperitif Rosso

Vermouth Alternative · 700 ml

SIGNATURE SERVE

Negroni



FRUITY AND FLORAL WITH BRIGHT CITRUS, BLOOD ORANGE, VANILLA AND DRIED FRUIT, BALANCED BY GENTLE BITTERNESS — A SWEET VERMOUTH ALTERNATIVE.

— FLAVOUR PROFILE

Fruity and floral with bright citrus, blood orange, vanilla and dried fruit, balanced by gentle bitterness and aperitivo spice. Blood orange and vanilla lead into caramel, citrus pith and cacao for a rich, mouth-coating mid-palate.

— BOUQUET

Citrus, almond and plum with exotic florals, vanilla and dried fruit, layered with subtle savoury notes.

— HOW TO ENJOY

Best enjoyed mixed — add tonic and ice for a classic aperitif serve, or stir into an Americano. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Negroni (with Lyre's Dry London & Italian Orange), Americano, vermouth-based cocktails.

DETAILS

CATEGORY	Non-alcoholic vermouth alternative (<0.5% vol)
STYLE	Vermouth Alternative
SIGNATURE SERVE	Negroni
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Non-Alcoholic Fermented Grape Juice Concentrate, Sugar, Natural Flavours, Preservative (Potassium Sorbate, Sodium Benzoate, E242), Acid (Phosphoric Acid), Stabiliser (Cellulose Gum).
NUTRITION (PER 30 ML)	17 kcal · 4 g sugar · 4.1 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Italian Orange

Italian Orange · 700 ml

SIGNATURE SERVE

Americano



BITTER ORANGE AND RED CITRUS WITH MARASCHINO SWEETNESS AND A DRY, PITHY FINISH — A CAMPARI-STYLE BITTER ORANGE ALTERNATIVE.

— FLAVOUR PROFILE

Bitter orange and red citrus with maraschino sweetness and a dry, lingering orange-pith finish. A rich, mouth-filling palate led by blood orange and red citrus, balanced by maraschino sweetness and a persistent dry bitterness.

— BOUQUET

Blood orange, orange and ruby grapefruit layered with maraschino, pomegranate and cassia, finished with classic orange pith.

— HOW TO ENJOY

Best enjoyed mixed — serve with soda or tonic over ice for a classic bitter orange aperitif; garnish with orange. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Negroni (with Lyre's Dry London & Vermouth Alternative), Americano, bitter-orange spritz.

DETAILS

CATEGORY	Non-alcoholic aperitif alternative (<0.5% vol)
STYLE	Italian Orange
SIGNATURE SERVE	Americano
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Sugar, Non-Alcoholic Fermented Grape Juice Concentrate, Natural Flavours, Acidity Regulator (Citric Acid), Caramel Sugar Syrup, Preservative (Potassium Sorbate, Potassium Benzoate), Stabiliser (Cellulose Gum), Allura Red Colour.
NUTRITION (PER 30 ML)	23 kcal · 5.4 g sugar · 5.4 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Italian Spritz

Italian Spritz · 700 ml

SIGNATURE SERVE

Amalfi Spritz



MEDITERRANEAN CITRUS AND BITTERSWEET ORANGE WITH RHUBARB DEPTH, SOFT HERBAL NOTES AND A DRY FINISH — A CLASSIC SPRITZ ALTERNATIVE.

— FLAVOUR PROFILE

Mediterranean citrus and bittersweet orange with rhubarb depth, soft herbal notes and a dry, refreshing finish. Bright citrus sweetness is balanced by astringent rhubarb and gentle bitterness, closing dry, crisp and sunlit.

— BOUQUET

Bitter orange and rhubarb lifted by soft herbal notes, in a vibrant orange-red hue.

— HOW TO ENJOY

Best enjoyed mixed — add soda, tonic and Lyre's Classico Sparkling over ice for a Mediterranean-style spritz; garnish with orange and an olive. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Amalfi Spritz, Aperol-style spritz, aperitivo serves.

DETAILS

CATEGORY	Non-alcoholic aperitif alternative (<0.5% vol)
STYLE	Italian Spritz
SIGNATURE SERVE	Amalfi Spritz
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Sugar, Natural Flavours, Acidity Regulator (Phosphoric Acid), Preservative (Potassium Sorbate, Potassium Benzoate), Allura Red Colour, Sunset Yellow Colour.
NUTRITION (PER 30 ML)	25 kcal · 6 g sugar · 6 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Amaretti

Amaretti · 700 ml

SIGNATURE SERVE
Amaretti Sour



NUTTY ALMOND AND MARZIPAN WITH VANILLA, PEACH AND SUBTLE BITTERNESS, FINISHING MEDIUM-SWEET AND BALANCED — AN ALMOND LIQUEUR ALTERNATIVE.

— FLAVOUR PROFILE

Nutty almond and marzipan with vanilla, peach and subtle bitterness, finishing medium-sweet and beautifully balanced. Almond-forward and gently spiced, balancing nutty richness and candied vanilla with natural almond bitterness.

— BOUQUET

Chestnut-hued; almond, vanilla and marzipan layered with peach, caramel and maraschino.

— HOW TO ENJOY

Best enjoyed mixed — shake with citrus for a refreshing Amaretti Sour-style cocktail. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Amaretti Sour, almond-liqueur cocktails, coffee & dessert serves.

DETAILS

CATEGORY	Non-alcoholic liqueur alternative (<0.5% vol)
STYLE	Amaretti
SIGNATURE SERVE	Amaretti Sour
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Sugar, Glucose Syrup, Caramel Syrup, Natural Flavours, Acidity Regulator (Citric Acid), Preservative (Potassium Sorbate, Potassium Benzoate), Stabiliser (Cellulose Gum).
NUTRITION (PER 30 ML)	20 kcal · 4.4 g sugar · 4.9 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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LYRE'S NON-ALCOHOLIC · <0.5% ABV

Coffee Originale

Coffee Liqueur Alternative · 700 ml

SIGNATURE SERVE

Espresso Martini



BOLD ESPRESSO AND ROASTED COFFEE WITH CARAMEL, VANILLA, DARK CHOCOLATE AND SUBTLE FRUIT — A RICH COFFEE LIQUEUR ALTERNATIVE.

— FLAVOUR PROFILE

Bold espresso and roasted coffee with caramel, vanilla, dark chocolate and subtle fruity notes, finishing rich and smooth. Espresso-forward with spice, caramel and toasted nuts into a long, vanilla-rich finish.

— BOUQUET

Intense espresso and freshly ground coffee with burnt caramel and vanilla, layered with dark chocolate, fig and blueberry.

— HOW TO ENJOY

Best enjoyed mixed — shake into a non-alcoholic Espresso Martini, or serve over ice with tonic for a long coffee aperitif. Designed to be mixed, not sipped neat.

— COCKTAILS TO MAKE

Espresso Martini, Coffee Negroni, after-dinner coffee cocktails.

DETAILS

CATEGORY	Non-alcoholic liqueur alternative (<0.5% vol)
STYLE	Coffee Liqueur Alternative
SIGNATURE SERVE	Espresso Martini
FORMAT	700 ml (23.7 fl oz)
CLOSURE	Screw cap
FACTS	Vegan, gluten-free, dairy-free
INGREDIENTS	Water, Coffee Infusion (Water, Coffee), Sugar, Natural Flavours, Caramel Colour (E150D), Acidity Regulator (Phosphoric Acid, Citric Acid), Preservative (Potassium Sorbate, Potassium Benzoate), Stabiliser (Cellulose Gum).
NUTRITION (PER 30 ML)	18 kcal · 4.2 g sugar · 4.2 g carbohydrate
STORAGE	Store cool & dry; refrigerate after opening
ORIGIN	Australia

LOGISTICS

1 Bottle	700 ml	4 lb
6 Case	4.2 L	24 lb

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