

NON - ALCOHOLIC
AMETHYST[™]
BOTANICAL SPIRIT

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New Non-Alcoholic Spirit, Amethyst, Works to Include Sober Curious & Classic Spirit Lovers Too

Two brothers opening a \$13M craft whiskey distillery in the Lowcountry of South Carolina pivot their vision to include individuals who choose not to drink alcohol.

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Founded by [Burnt Church Distillery](#) Owners, Billy and Sean Watterson, Amethyst is a non-alcoholic spirit masterfully distilled and blended with invigorating fruits and botanicals.

Rooted in the spirits of balance, wellness, and inclusion, the goal of Amethyst was to give everyone the opportunity to celebrate, regardless of their sobriety choices.

The Wattersons' discovery that 20 percent of the population chooses not to drink alcohol prompted them to create something that would be inclusive to all. Their finding was a similar one to many at the start of 2021.

According to Laurentia Romaniuk, Trend Expert and Senior Product Manager at Instacart, consumers are looking to turn over a new leaf in 2021, searching for guilt-free libations. She said sales for NA spirits have increased by 195% each year since their inception.

“Our goal was not only to create a non-alcoholic spirit for those who choose not to drink,” Billy said. “But it was also profoundly important that we didn’t compromise on quality, taste, or experience.”

This Spirit of Inclusion[™] is what sets Amethyst apart from what is becoming an even more extensive array of non-alcoholic spirits to hit the market in 2021 and the years to come.

A new report published by Allied Market Research projects that the global nonalcoholic drinks market was valued at \$1.548 billion in 2015, and is estimated to reach \$2.090 billion by 2022, growing at a compound annual growth rate (CAGR) of 4.4% from 2016 to 2022.

Additionally, since 2015, the no and low-ABV movement has grown 506% with further data anticipating the NA sector reaching \$280 million in 2021. Annual growth for the category is expected to hit 7.1% by 2025 (Nielsen, [Forbes](#)).

“Amethyst is not only for the sober curious; it’s also perfect for those of us who want to purposefully pace ourselves,” said Amethyst Brand Ambassador Katherine Reeves. “Enjoying a night out, without compromising on the morning after.”

For more information on Amethyst NA Spirits or to purchase, go to www.amethystnspirits.com.

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Amethyst is a non-alcoholic spirit that is distilled and blended with fruits and botanicals giving the same mouthfeel as a full-bodied spirit. Amethyst is a [Watterson Brands](#) company and will be available for purchase at Burnt Church Distillery in Bluffton, South Carolina.