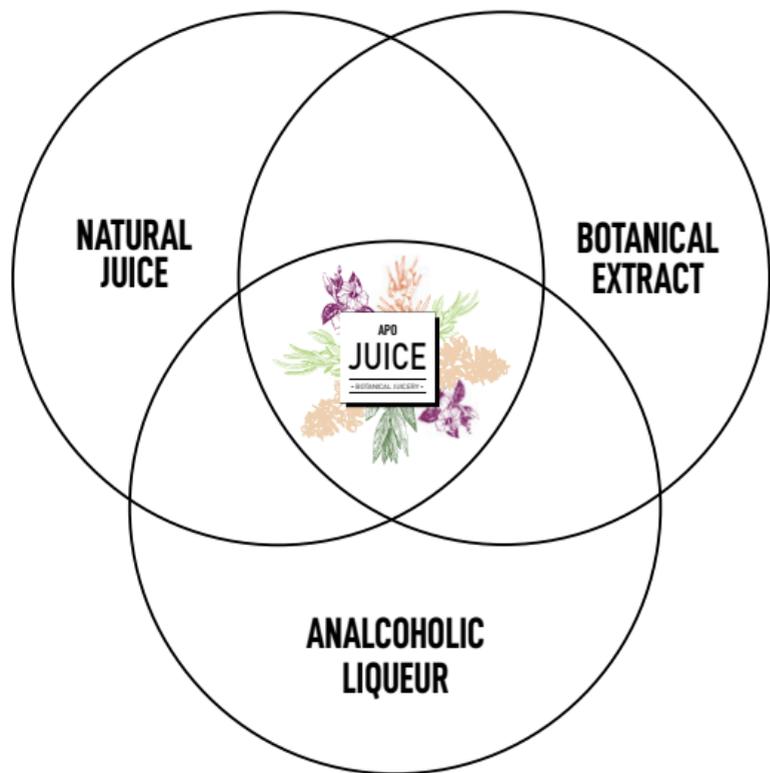


**THE FIRST ALCOHOL-FREE DRINK THAT SIMPLIFIES THE WAY WE MIX COCKTAILS**



## WHAT IS APOJUICE?

ApoJuice products are multifaceted non-alcoholic extracts, based on herbs and aromatic spices, ready to be used in mixology as a valid and original alternative to classic fruit juices or syrups, allowing professionals to explore more and to break the boundaries of traditional flavours and taste and, why not, with a more moderate alcoholic content.

Hence we suggest imagining ApoJuice as a valid alternative to traditional liqueurs, in fact after having tested them with the finest non-alcoholic spirits on the market, they have shown to be a perfect ally, carrying along all the advantages and benefits of a cutting-edge herbal extraction aimed at preserving the aromatic properties of plants.

A fine selection of "top of the class" products, available in five well-defined aromas, delivering great quality in the hands of a new generation of mixologists.

# TRADITION AND INNOVATION

The essence of ApoJuice comes from a well-thought combination of the ancient Italian herbalist tradition, with new and innovative extraction technologies.

The choice of the extraction method that our plants undergo has required years of continuous research and experimentation, still crafted and improved today, in order to create and deliver original flavours and a consistent taste.

The innovative process of “cold extraction” has been carefully studied, tested, analysed and finally proved to be extremely effective, aiming at the enhancement of herb's properties and preserving each ingredient's pure essence.





## HERBAL INSPIRATION

ApoJuice was created to make possible to use herbs, plants, spices and therefore their aromas in modern mixology.

We have developed an innovative extraction technique, studied the aroma of each of the selected plants, focusing on the heritage of ancient herbalists, whose main aspiration was to preserve the plant's most distinctive elements.

Thanks to the passion for the herbs, ApoJuice transports the ancient Italian herbalist world into modern international mixology.

# APOJUICE MANIFESTO

Our extracts should not be seen solely as a “simple” substitute for spirits or liqueurs. Instead, thoughtfully alcohol-free, they gain a unique and personalised spot in a fast-growing and dynamic market trend, one that focuses on respecting the healthy choice of moderate drinkers.

Throughout decades of experience in the bar industry, ourselves in the first place, have faced the struggles of finding reliable plant-based non-alcoholic

 **Cold production process**

 **Low in sugar**

ingredients that could truly innovate our drinks, and satisfy our customers.

Our idea was to create and bring to the market, outstanding plant extracts that could faithfully reflect what the real taste of plants was, and to allow every professional to utilise them as a juice or an alcohol-free liqueur alternative. We consequently studied an “extraction and conservation” method that could respect the botanical’s most subtle and delicate

 **Intended to be mixed**

 **Handcrafted production**

characteristics. We found it by combining the cold-extraction of the herbs to a “high-pressure bacterial inactivation process”, also a cold-temperature regulated process.

We have also developed a production protocol in which neither the herbs, nor the extracts, are heated; being this the secret to fully-preserve the precious aroma of the raw materials, we can be very proud of such an innovative protocol.

 **No artificial flavors**

 **Unique aromas**

# 5 SELECTED AROMAS

We opted for the “single botanical” extraction, meaning that we only use one plant (or flower) for each of our products, thus giving particular emphasis to the aromatic aspects and qualities of the plants, finally delivering a line of drinks that carry along many advantages to the modern mixology.

The choice of botanicals is designed to offer a wider and more sophisticated umbrella of aromas. Professional bartenders can vary and experiment as they wish, opting for both alcoholic and non-alcoholic pairings - we suggest the excellent combination with the different types of vermouth, amaro's, aperitifs and all the finest spirits.



**ASPALATHUS LINEARIS  
(ROOIBOS)**



**LAURUS NOBILIS  
(LAUREL)**



**JASMINUM L.  
(JASMINE)**



**HIBISCUS SABDARIFFA  
(HIBISCUS FLOWERS)**



**SATUREIA MONTANA  
(SAVORY)**

# NO\LOW ALCOHOL INSPIRATION

Newly improved cocktails for every drinker's taste and preference.

From the lowest sugar preference to the controlled level acidity and the always-reliable consistency of the liquid, ApoJuice has been designed to be combined with a wide variety of ingredients, including modern non-alcoholic spirits and the trendy Low-ABV alternatives.

Whether the final drink will be a boozy libation or a healthier choice, Apojuce guarantees a special synergy between the professionals and their cocktails. Proudly established in 2015, we have anticipated what is now a consolidated global growing trend, the so-called No-Lo market.

We believe our drinks can undoubtedly educate the customers to mindful and healthy drinking culture.



# TESTIMONIAL

**Marco Livia, Bar Manager of “Il Baretto” Riyadh Saudi Arabia:**

“Exceptional addition to an entire menu where alcohol is not allowed, I found them very helpful in all my alcohol-free “twist on classic” cocktails.”

**Mario Farulla, Bar Manager of “BV Club” Milano, Italy:**

“I have added all ApoJuice drinks in my cocktail list since beginning and I found them reliable and always perfect in quality and consistency for any kind of fancy cocktail”

**Luca Cicalese “Roots London” and “HUSH London” :**

“Apojuice were in my cocktail menu since day one, I could not expect mixing non-.alcoholic drinks with such a concentration of herbs and favours in only one ingredient!”

# PRESS

## **BEVERFOOD:**

ApoJuice: the unexplored universe  
of aromatic herbs in a drink

The desire to create something  
new, a product that did not exist  
that starts from a real need.

The logo for Beverfood.com features a stylized lowercase 'b' in red and white, followed by the word 'everfood' in a black sans-serif font. A horizontal line is positioned below the text, with '.com' written in a smaller font to the right of the line.

## **Bartales Magazine:**

ApoJuice is part of a movement to re-  
invent a whole drinking trend providing a  
Low-No alcohol solution.

A kind of small portable home-made  
"herbal medicine" with a raising  
awareness on the use of plants and herbs.

The logo for Bartales.it features the word 'Bartales' in a bold, blue, sans-serif font. Below it, the website address 'www.bartales.it' is written in a smaller, black, sans-serif font.



# APO & MIXER



# LAUREL & TONIC

50 ml Laurel ApoJuice

100 ml Tonic water

A lot of ice

1 Lemon wedge



APO  
**JUICE**  
• BOTANICAL JUICERY •

# HIBISCUS & GINGER

50 ml Hibiscus ApoJuice

100 ml Ginger Beer

A lot of ice

1 Lime wedge



APO  
JUICE  
• BOTANICAL JUICERY •

# ROOIBOS & GINGER

50 ml Rooibos ApoJuice

100 ml Ginger Ale

A lot of ice

1 Orange wedge



APO  
**JUICE**  
• BOTANICAL JUICERY •

# SAVORY & LEMON

50 ml Savory ApoJuice

100 ml Lemon soda

A lot of ice

Rosemary sprig



APO  
**JUICE**  
• BOTANICAL JUICERY •

# JASMINE & TONIC

50 ml Jasmine ApoJuice

100 ml Tonic water

A lot of ice

Lemon peel



APO  
**JUICE**  
• BOTANICAL JUICERY •



MIXOLOGY



## MARY LAUREL

4 cl Apo Juice Laurel  
12 cl Tomato juice  
3 dash Tabasco  
3 cl Lemon juice  
Salt, pepper,  
Kombucha's foam and laurel

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TECHNIQUE: mix & strain  
DECORATION: Rosemary  
spring, 1 whole little tomato

## LAURELJITO

4 cl Apo Juice Laurel  
4 cl White Rum  
1,5 cl Sugar cane  
3 cl Lime juice  
4 Mint leaves

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TECHNIQUE: shake & strain  
DECORATION: Lime peel



## KIRIKÙ

5 cl ApoJuice Rooibos  
4 cl Italian amaro  
Top ginger ale

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**TECHNIQUE:** build  
**DECORATION:** Orange peel



## IL DUCA

2,5 cl ApoJuice Rooibos  
5 cl Aperitif bitter  
2 Wedge of orange to muddler

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**TECHNIQUE:** shake & strain  
**DECORATION:** Orange peel





## CARMEN

5 cl ApoJuice Hibiscus  
5 cl Red Porto  
- 2 dash Angostura bitter

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TECHNIQUE: build  
DECORATION: orange peel



## ACQUA DI JAMAICA (0% abv)

3 cl ApoJuice Hibiscus  
2 cl Blackberry & cinnamon cordial  
- 4 cl Red fruit tea  
1 cl Agave syrup  
2 cl Lemon juice

-----  
TECHNIQUE: build  
DECORATION: orange peel

## BELLADONNA

3 cl Vodka  
3 cl Jasmine ApoJuice  
3 cl Lemon juice  
2 cl Sugar syrup  
4 Mint leaves  
Top of sparkling wine

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TECHNIQUE: shake & strain  
DECORATION: grapefruit  
peel



## JASMINE

6 cl Jasmine ApoJuice  
4 cl White Vermouth  
2 dash Lemon Bitter  
Top of soda

-----  
TECHNIQUE: build  
DECORATION: grapefruit  
peel





## SAVORY GIMLET

(0% abv)

2 ct ApoJuice Santoreggia  
1 cl di Lime cordial  
5 cl Analcolic botanical spirits  
0,5 cl lime juice

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TECHNIQUE: Shake & Strain  
DECORATION: lime peel



## SAVOIA

3 cl Savory ApoJuice  
3 cl Red Vermouth  
3 cl Bitter

-----  
TECHNIQUE: build  
DECORATION: orange peel



## LAUREL

**SHELF LIFE:** 18 months

**SIZE PRODUCT:** 500 ml

**PCS. PER BOX :** 6 bottles

**TRANSPORT & STORAGE:** product sensitive to temperature changes.

Trasport at room temperature.

Storage in a cool, dry place away from light



## JASMINE

**SHELF LIFE:** 18 months

**SIZE PRODUCT:** 500 ml

**PCS. PER BOX :** 6 bottles

**TRANSPORT & STORAGE:** product sensitive to temperature changes.

Trasport at room temperature.

Storage in a cool, dry place away from light



## HIBISCUS FLOWERS

**SHELF LIFE:** 18 months

**SIZE PRODUCT:** 500 ml

**PCS. PER BOX :** 6 bottles

**TRANSPORT & STORAGE:** product sensitive to temperature changes.

Trasport at room temperature.

Storage in a cool, dry place away from light



## ROOIBOS

**SHELF LIFE:** 18 months

**SIZE PRODUCT:** 500 ml

**PCS. PER BOX:** 6 bottles

**TRANSPORT & STORAGE:** product sensitive to temperature changes.

Transport at room temperature.

Storage in a cool, dry place away from light



## SAVORY

**SHELF LIFE:** 18 months

**SIZE PRODUCT:** 500 ml

**PCS. PER BOX:** 6 bottles

**TRANSPORT & STORAGE:** product sensitive to temperature changes.

Transport at room temperature.

Storage in a cool, dry place away from light



WWW.APOJUICE.COM

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"LET'S KEEP IN TOUCH!"

@apojuice

