

Arkay Zero Proof Announces New Production and Labelling Facility in Avignon, France

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Arkay Zero Proof, recognised as the pioneering name in the alcohol-free spirits alternative category since 2011, announced plans to open a new production, bottling, and labelling facility in Avignon, France. The new operation is designed to support Arkay's strategic expansion across the European Economic Community and the broader European market, with a planned European market entry targeted for September 2026, subject to final operational, distribution, and regulatory steps.

Arkay is widely known as the company that introduced what it describes as the world's first alcohol-free whisky alternative in 2011, making the brand one of the first movers in the global zero-proof spirits alternative category. Since then, Arkay has continued to build its identity around innovation, choice, and alcohol-free beverage experiences designed for modern consumers.

The Avignon facility marks an important step in Arkay's long-term international growth strategy. By establishing a dedicated presence in France, Arkay intends to strengthen its distribution capabilities, improve regional logistics, support European retail and hospitality partners, and ensure that its products are prepared for market in accordance with applicable European labelling and regulatory requirements.

The facility is expected to employ approximately 50 people and, once fully operational, is planned to have the capacity to produce approximately 1 million cases for the European market.

Arkay Zero Proof products are designed for consumers seeking the flavour experience of classic spirits without alcohol. The brand's portfolio offers alcohol-free alternatives inspired by traditional spirit profiles, while remaining zero alcohol, zero sugar, zero fat, and zero carbohydrates.