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ARKAY Launches New 200 ml Mocktail Tetra Pack Collection

22 May 2026 | News

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ARKAY Beverages has launched its new 200 ml Mocktail Tetra Pack Collection, expanding its portfolio of alcohol-free beverages with a convenient ready-to-drink format designed for modern, on-the-go consumers.

The new range features cocktail-inspired, non-alcoholic flavours including Margarita, Gin & Tonic, Spritz, Dirty Shirley, Mojito, Beeâ??s Knees, Old Fashioned, and Moscow Mule. Packaged in compact 200 ml Tetra Packs, the collection is aimed at consumers seeking portable, easy-to-enjoy beverage options without alcohol.

According to the company, the new format is suited for convenience stores, hotels, airlines, catering services, stadiums, events, and grab-and-go retail environments. With a suggested retail price of under $3 per unit, the collection is positioned as an affordable premium-style mocktail option for impulse purchases and everyday consumption.

The company highlighted that the Tetra Pack format supports evolving sustainability expectations, offering a lightweight, space-saving, and fully recyclable packaging solution compared to traditional glass bottles. The design is also intended to simplify transportation and handling for distributors, retailers, and foodservice operators.

â??As consumer demand for alcohol-free alternatives continues to grow, we are expanding our product range with formats that are practical for retail, attractive to younger and health-conscious consumers, and suitable for a wide variety of occasions,â?• the company said in a statement.

A spokesperson for ARKAY Beverages added, â??With the new 200 ml Mocktail Tetra Pack Collection, we are offering a convenient grab-and-go format that is perfect for todayâ??s retail environment and modern lifestyle.â?•

The launch reflects the growing momentum of the global non-alcoholic beverage market, where consumers are increasingly looking for healthier, convenient, and ready-to-drink alternatives inspired by classic cocktail experiences.