

ArKay Beverages Alcohol Free Spirits To Shut Operations In Russia's Market Amid Ukraine War

ArKay Alcohol Free Spirits Alternative has announced to leave the Russian market amid intensified actions from the military on Ukraine



Fort Lauderdale, Florida Mar 5, 2022 ([IssueWire.com](https://www.issuewire.com)) - In yet another form of condemnation of Russia's invasion of Ukraine, beverage company Arkay alcohol free spirits have announced to leave the Russian market. Meanwhile, Russian aggression continued for the 10th day Ukraine's media outlet reported an air raid alert in Kyiv, and residents were asked to go to the nearest shelter.

"In 2021 we were approached by the Russian Government to form a joint venture with a local beverages company to produce Arkay Whisky, Vodka, Rum, Brandy, and Tequila in Russia, yesterday I decided to leave the Russian market even if we lose our investment." Said Reynald Vito Grattagliano

Arkay's commitment to bringing health through beverages is as old as the company itself. For over a decade, we've been faithful to its original purpose, selling healthy, delicious beverages tailored to the nutritional needs and drinking habits of our consumers.

Since 2011 Arkay began to consider the environmental and social impact of our business on the planet. Arkay's pioneering approach led the way to our current mission to **Bring Health and PEACE Through Food to as Many as Possible** and to incorporate the principles of co-creation, locally relevant offerings, and continuous improvement.

'One Planet. One Health. One Peace'

Today, **'One Planet. One Health. One Peace'** reflects our belief that the health of people and the peace of the planet are interconnected.

It is a call to action for all consumers and everyone who has a stake in food to join the food revolution: a movement aimed at nurturing the adoption of healthier, more sustainable eating and drinking habits.

We aim to play a key role in this beverages revolution and encourage consumers to make better choices, by improving the nutritional quality of products, by proposing innovative formulations and packaging, adapted to increasingly nomadic lifestyles, and by improving its distribution channel.

Finally, the 'One Planet - One Peace' frame of action drives our approach to do business, with a strong focus on local relevance and anchoring. In line with our purpose of **"Bringing Health and Peace through beverages to as many people as possible"**, we consider cultural, social, emotional, and physiological aspects related to dietary practices in each part of the world.

ABOUT ARKAY BEVERAGES

Since 2011, [Arkay Beverages](#) has been fine-tuning various zero-proof spirit recipes, including vodka, tequila, gin, whisky, bourbon, and brandy, among many others, for the appreciation of fine liquor without the alcohol.

ArKay, the world's first alcohol-free, liquor-flavored drink is for everyone to enjoy. The exceptional taste of liquor without the alcohol content makes it a perfect beverage day or night.

ArKay has 0% alcohol, and it is designed to allow individuals with medical conditions or religious beliefs

that prohibit alcohol consumption and drinking. Imagine being able to enjoy your favorite drink at parties without worrying about drinking and driving. You will not miss a thing, as Arkay tastes and looks exactly like traditional liquor. It has the flavor and the burn of real liquor. It is suitable for drinking straight-up, on the rocks, or with your favorite mixers.

Arkay Beverages is a family-owned business. The company is not part of a large multinational conglomerate.

ABOUT REYNALD VITO GRATTAGLIANO

[Reynald Vito Grattagliano](#) is a perfumer, self-made scientist, entrepreneur, and philanthropist driven to solve the world's biggest challenges through innovation. Reynald is the spark behind the current alcohol-free spirit movement, having been the first in the field to imitate spirits giving consumers a sober option to a night out. He transformed himself into a perfumer millionaire before 30, establishing bottling plants worldwide, selling several times his companies, and making millions for himself.

As the founder of Arkay Beverages and creator of the world's first alcohol-free spirits, Reynald Grattagliano sees beyond the current business and technological landscape, creating a real impact company and being the doyen of the alcohol-free spirits category or zero-proof spirits category.

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Source : ARKAY BEVERAGES

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