

ArKay Beverages thanks Louise Matsakis' reporter at WIRED for criticizing Reynald Vito Grattagliano ArKay' founder.

ArKay suspects that Louise Matsakis has been manipulated by its competitors to criticize publicly Reynald Vito Grattagliano the creator of the alcohol-free spirits movement that he started in 2011



New York City, New York Mar 1, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Alcohol-Free Spirits Alternative market is booming with products like the ones Arkay introduced eleven years ago. Nowadays, competitor brands such as Seedlip, Ritual Zero Proof, Lyres, and Spiritless have recently introduced their alcohol-free alternative drinks and all of them claim that they are the first ones.

Arkay is extremely thankful that competitors such as Seedlip, Ritual, Lyres, and Spiritless have followed Arkay's footsteps to change consumers' lifestyles but at the same time very surprised that they could convince WIRED reporter' Louise Matsakis to publish an article against Reynald Vito Grattagliano using misleading facts and assumptions.

It is hard to believe that companies like Spiritless forgot to register their trademark and domain names, usually, companies of this magnitude have an intellectual property team working to protect their trademarks and domain names. In fact, Spiritless since its creation was more focused on copying Arkay's formula than to protect their own business, this proves the unpreparedness of imposters like Spiritless who have ignored the basics of good business practices in bypassing the trademarks and domain names protection steps, not only Spiritless copied Arkay's formula, but they also copied Kentucky 74' trademark which is one of the multiple Arkay's intellectual properties.

It is also hard to believe that Miss Chitwood's Spiritless founder said that she was not aware of Arkay when she started her company, as in her own words she told WIRED that she knew about Arkay when she started Spiritlessly, it cannot be a coincidence that not only she copied Arkay products, but she also copied Kentucky 74 trademarks without previous knowledge.

Also, it is hard to believe that Benjamin Branson who is the countryman puppet bombarded by Diageo posting as Seedlip founder was not aware of Arkay when he started his business in 2015. Branson is so naïve and immature that he has no clue which year he started his company, he does not remember if it was in 2014 or 2015, this shows his innocence and unprofessionalism, in fact, it proves that he created nothing.

Lyres' situation is a little bit different, Lyres partnered in 2019 with an Arkay vendor under the name of Dohler to form a joint venture with him to legally steal Arkay's trade secrets. Just for the record, Arkay started to work with Dohler from 2012 until 2019.

It is interesting to see how Mr. Markus Sakey's Ritual Zero proof's co-founder is so fascinated by Reynald Vito Grattagliano that he is visiting Reynald's LinkedIn profile every single day, if Mr. Sakey was so sure of his company why would he be spying on Reynald Vito Grattagliano by visiting its LinkedIn profile every single day?

Arkay's competitors have great products, their only problem is that they cannot accept the facts that Arkay started before them, that they just copied Arkay and published all over the news that they were the first ones, which is not true.

2022 marks Arkay's 11th anniversary. In 2011, alcohol-free spirits' prospect was somewhat unknown to many but had gained momentum and popularity when Reynald Vito Grattagliano started Arkay, the world's first alcohol-free spirits alternative. Today Arkay is the dominant player in the sober industry, unfortunately, competitors hate that, and are using illegal practices to publish fake news.

Arkay is designed for everyone to enjoy the exceptional taste of liquor without the alcohol, making it a perfect beverage day or night. Arkay has 0% alcohol, therefore becoming a gateway for individuals with medical conditions or religious beliefs that prohibit alcohol consumption or just for people who want to

change their lifestyle.

ArKay has an extract of capsaicin that creates the burn that is so synonymous with alcohol, leading the way to the redefining of "adult drinks." Arkay Beverages offers various alcohol-free spirits flavored drinks like brandy, vodka, rum, gin, and whiskey, just as other famous brands are now starting to do.

The company's products are currently distributed in 35 countries, including most of Europe, Mexico, Canada, and the United States. Arkay Zero Proof alternative is also available online at [Arkay's](#) website and on the world's largest duty-free marketplace, [dutyfreezone.com](#), as well as Amazon.com.

Arkay Alcohol-free spirits offer you the same drinking experience as real liquor without alcohol. People love new and different things, so alcohol-free alternative spirits tend to be more popular than ever.

With Arkay, there are No Hangovers, Zero Guilt, Zero Alcohol, Zero carbs, Zero fat, Zero sugar, and Zero addiction.

Arkay understands the hard work in launching a new brand, especially if it is alcohol-free.

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 designed 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 is suitable for drinking straight-up, on the rocks, or with your favorite mixers. Arkay Beverages is a family-owned business. Arkay is not part of a large multinational conglomerate.

ABOUT REYNALD VITO GRATTAGLIANO

Reynald Vito Grattagliano is an 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 is the son of a well-known Italian perfumer in the late 20th century. 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, Reynald sees beyond the current business and technological landscape, creating real impact companies. His next endeavor is to travel to the moon, using lunar resources for innovation here on earth.

www.arkaybeverages.com

www.reynaldvitograttagliano.com



Media Contact

ARKAY BEVERAGES INC

management@arkaybeverages.com

9176577126

MANAGEMENT@ARKAYBEVERAGES.COM

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