GOOD DRINKS.

DON'T NEED ALCOHOL.

THE UNDONE GUIDE

HOW MODERN DRINKING WORKS.

Products. Drinks. Occasions.

UNDONE

alcohol-free

0.0%
OUR MANIFEST.

THIS IS NOT **ABOUT ALCOHOL.**
IT´S ABOUT **HOW PEOPLE DRINK TODAY.**

THIS IS UNDONE

We believe drinking is not about alcohol.
It is about moments, connection and choice.

Alcohol has been the default for decades.
We believe it should be optional.

We don't replace alcohol. We expand the system.
From full strength to reduced to 0.0.

Built with bartenders. Made for real drinks.
Bartender approved.

Because great taste and real occasions
should never be compromised.

From long lunches to sunny afternoons
to aperitivo to late nights.

We don't replace the night.
We expand the day.

We serve the guests others forgot.
And give hosts the tools to include everyone.

This is not a trend.
This is a movement.

Good drinks don't need alcohol.
And great occasions need better options.


UNDONE
alcohol-free
LONDON DRY
JUNIPER

THIS IS UNDONE

Bartender approved. With our 0.0% alcohol alternatives to spirits and aperitifs, we focus on a simple idea: good drinks don't need alcohol. Rather than positioning ourselves as a substitute, we aim to become a natural part of modern drinking occasions.

UNDONE was founded in Hamburg in 2019 by a team deeply rooted in bar culture, hospitality and the world of drinks. Spending time in bars, at events and in social settings, one thing became increasingly clear. Alcohol is present in almost every occasion, yet real 0.0% alternatives are often missing. This gap is not only relevant for people who do not drink at all. It is just as relevant for those who want to decide differently depending on the moment. At lunch, before meetings, during social gatherings or simply in between. Drinking is not a fixed decision. It is situational. That is where **UNDONE** comes in. We create 0.0% products that fit naturally into these occasions, not as a compromise, but as an additional and equally valid option.

THE HISTORY OF BOOZE AND WHY **BOOZE IS HISTORY!**

The name **UNDONE** stands for rethinking what is usually taken for granted. We start with real spirits or wine and carefully remove the alcohol while preserving their aromatic core. What remains is the essence that defines the character of the original. This essence forms the foundation of every UNDONE product. From there, we rebuild the profile in a way that works without alcohol. As part of this process, we also integrate 0.0% wine where needed to bring additional depth, fruit and structure into the final product. Because alcohol itself has no taste. What it changes is the way we perceive intensity, texture and balance.

THIS IS **NOT ALCOHOL.**

Understanding taste is essential when working with 0.0%. Once alcohol is removed, the structure of a drink changes. The aroma remains, but the perception becomes different. What is usually carried by alcohol needs to be rebuilt with precision. Taste on the palate provides structure. Sweetness, bitterness and acidity interact to create balance and depth. By adjusting these elements, we shape a profile that feels complete and works in mixed drinks as well as on its own. At the same time, aroma plays an even bigger role. A large part of what we perceive as taste actually comes through the nose. Scents trigger memory, create expectation and define the overall experience. Together, this creates a drinking experience that feels familiar, yet offers a different kind of intensity. More balanced, more flexible and more in line with the moment.

TRIPLE FLAVOR **RECOVERY.**

TRIPLE FLAVOR RECOVERY
TFR®
UNDONE
DE-ALC 0.0 • RECOVER • BALANCE

The Triple Flavor Recovery (TFR) process by UNDONE is based on a simple idea: flavor can be separated, understood and rebuilt.

Instead of relying on alcohol, we focus on what actually defines a drink. Aroma, structure and balance. We start with real spirits or wine and capture their aromatic essence (1st. step: DE-ALC 0.0).

From there, we rebuild the profile step by step by working with natural aromas (2st. step:RECOVER), balancing sweetness and acidity, and integrating 0.0% wine where needed to create depth and structure (3st. step: BALANCE).

This allows us to create drinks that feel familiar, but offer a more flexible and modern way of drinking, entirely at 0.0%.









UNDONE

alcohol-free

SPIRITS 0.0%

NO. 1 - JAMAICAN DARK CANE

NO. 2 - LONDON DRY JUNIPER

NO. 3 - AMERICAN BLEND

NO. 4 - MEXICAN SMOKY AGAVE

APERITIFS 0.0%

NO. 5 - BITTERSWEET APERITIF

NO. 6 - BARISTA ESPRESSO APERITIF

NO. 7 - ITALIAN BITTER ORANGE

NO. 8 - LITTLE FRENCH APERITIF

NO. 9 - RED TORINO APERITIF

SPARKLING WINE 0.0%

NO. 20 - POP-UP BIANCO

NO. 21 - POP-UP ROSÉ

NO. 22 - MADE FOR SPRITZ

NO. 25 - ITALIAN SPRITZ

UNDONE

THIS IS **NOT RUM.**

Our Jamaican Soul



FLAVOR PROFILES

JAMAICAN DARK CANE 0.0%

Flavor Benchmark:
Appleton Estate
Key Notes
Vanilla, caramel, oak, banana

Sweet	●●●●○
Fruit	●●○○○
Wood	●●●○○
Spice	●○○○○
Citrus	●○○○○

MIXER

Mixer Benchmark:
Thomas Henry Ginger Beer
Key Notes
Ginger, citrus, light sweetness

Sweet	●●○○○
Fruit	●●○○○
Wood	○○○○○
Spice	●●●●○
Citrus	●●○○○

JAMAICAN MULE UNDONE

Signature Drink
Jamaican Mule
Key Notes
Ginger, lime, vanilla, oak

Sweet	●●○○○
Fruit	●●○○○
Wood	●●○○○
Spice	●●●●○
Citrus	●●○○○

UNDONE NO.1 JAMAICAN DARK CANE
OFFERS AN ALCOHOL-FREE ALTERNATIVE WITH A WARM AROMA OF TYPICAL ESTER NOTES FROM JAMAICAN DISTILLATES, RAISINS, AND TROPICAL FRUITS.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

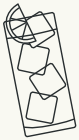
STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

JAMAICAN MULE

INGREDIENTS	5 cl **UNDONE - Not Rum**
	1 cl Lime juice
MIXER	THOMAS HENRY Spicy Ginger Beer
GLASS	Long drink / Highball
GARNISH	Orange zest
TECHNIQUE	Built in glass





1. Fill a glass with ice cubes
2. Add UNDONE - Not Rum and lime juice
3. Top up with Spicy Ginger Beer
4. Garnish with an orange zest

UNDONE

THIS IS **NOT GIN.**

Our London Call



FLAVOR PROFILES

LONDON DRY JUNIPER 0.0%

Flavor Benchmark:
Monkey 47

Key Notes
Juniper, forest botanicals, citrus peel, herbal spice

Sweet	●○○○○
Fruit	●○○○○
Wood	○○○○○
Spice	●●●○○
Citrus	●●○○○

MIXER

Mixer Benchmark:
Thomas Henry Tonic Water

Key Notes
Quinine, citrus, light sweetness, sparkling freshness

Sweet	●●○○○
Fruit	●○○○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●○○○

G&T UNDONE

Signature Drink
G&T

Key Notes
Juniper, citrus, quinine, herbal freshness

Sweet	●●○○○
Fruit	●●○○○
Wood	○○○○○
Spice	●●○○○
Citrus	●●●○○

UNDONE NO.2 LONDON DRY JUNIPER
IS THE ALCOHOL-FREE ALTERNATIVE, OFFERING A FRAGRANT AROMA OF PINE AND SPRUCE NOTES, FOLLOWED BY HINTS OF CORIANDER.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

G&T

INGREDIENTS	5 cl **UNDONE - Not Gin**
MIXER	THOMAS HENRY Tonic Water
GLASS	Long drink / Highball
GARNISH	Grapefruit zest
TECHNIQUE	Built in glass



1. Fill a glass with ice cubes
2. Add UNDONE - Not Gin
3. Top up with Tonic Water
4. Garnish with a grapefruit zest

UNDONE

THIS IS **NOT MEZCAL.**

Our Smoky Rebel



FLAVOR PROFILES

MEXICAN SMOKY AGAVE 0.0%

Flavor Benchmark:
Del Maguey Vida

Key Notes
Agave, smoke, herbal, light citrus, mineralic

Sweet	●●○○○
Fruit	●●○○○
Wood	●○○○○
Spice	●●○○○
Citrus	●○○○○

MIXER

Mixer Benchmark:
Thomas Henry Pink Grapefruit

Key Notes
Pink Grapefruit, citrus, light sweetness, sea salt

Sweet	●●●○○
Fruit	●●●○○
Wood	○○○○○
Spice	○○○○○
Citrus	●●●○○

SMOKY PALOMA UNDONE

Signature Drink
Smoky Paloma

Key Notes
Grapefruit, agave, light smoke, citrus, sea salt

Sweet	●●○○○
Fruit	●●●○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●●○○

UNDONE NO.4 MEXICAN SMOKY AGAVE
IS A TRULY SMOKY ALTERNATIVE. PERFECT AS A BASE FOR DRINKS WITH AN AGAVE PREFERENCE.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

SMOKY PALOMA

INGREDIENTS	5 cl	**UNDONE - Not Mezcal**
	1 cl	Fresh lime juice
	0,5 cl	Agave syrup
MIXER	THOMAS HENRY Pink Grapefruit	
GLASS	Long drink / Highball	
GARNISH	Grapefruit zest & sea salt	
TECHNIQUE	Built in glass	



1. Fill a glass with ice cubes
2. Add all ingredients (except for the Pink Grapefruit) and stir
3. Top up with Pink Grapefruit
4. Garnish with a grapefruit zest and a pinch of sea salt

UNDONE

THIS IS **NOT ITALIAN APERO.**

Our Italian Sunset



FLAVOR PROFILES

BITTERSWEET APERITIF 0.0%

Flavor Benchmark:
Aperol

Key Notes
Bittersweet orange, rhubarb, herbal bitterness, quinine, grape

Sweet	●●●○○
Fruit	●●●○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●●○○

MIXER

Mixer Benchmark:
UNDONE NO.22 Made for Spritz

Key Notes
Light citrus,green grapes, green apple, mineral freshness

Sweet	●○○○○
Fruit	●●○○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●○○○

ITALIAN SPRITZ UNDONE

Signature Drink
Italian Spritz

Key Notes
Bittersweet orange, citrus, quinine, herbal notes

Sweet	●●○○○
Fruit	●●●○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●●○○

UNDONE NO.5 BITTERSWEET APERITIF
IS A STYLISH ALCOHOL-FREE ALTERNATIVE TO THE ITALIAN APERO, OFFERING A BALANCED COMBINATION OF SWEETNESS AND BITTERNESS.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

ITALIAN SPRITZ

INGREDIENTS	5 cl **UNDONE - Not Italian Apero**
MIXER	UNDONE Made for Spritz
GLASS	Wine glass
GARNISH	Orange slice
TECHNIQUE	Built in glass





1. Fill a glass with ice cubes
2. Add UNDONE - Not Italian Apero
3. Top up with UNDONE - Made for Spritz
4. Garnish with an orange slice

UNDONE

THIS IS **NOT CLASSIC APERO.**

Our Amalfi Coaster

FLAVOR PROFILES

ITALIAN BITTER ORANGE 0.0%

Flavor Benchmark:	Sweet	●●○○○
Campari	Fruit	●●○○○
Key Notes	Wood	○○○○○
Bitter orange, grapefruit,herbal	Spice	●●○○○
bitterness, citrus peel, gentian	Citrus	●●●○○

MIXER

Mixer Benchmark:	Sweet	●●●○○
Thomas Henry Bitter Lemon	Fruit	●○○○○
Key Notes	Wood	○○○○○
Lemon, quinine bitterness,	Spice	●●○○○
light sweetness	Citrus	●○○○○

AMALFI BREEZER UNDONE

Signature Drink	Sweet	●●●○○
Amalfi Breezer	Fruit	●○○○○
Key Notes	Wood	○○○○○
Lemon, bitter orange,	Spice	●●○○○
grapefruit, herbal notes	Citrus	●○○○○



UNDONE NO.7 ITALIAN BITTER ORANGE
IS THE ALCOHOL-FREE ALTERNATIVE TO A CLASSIC ITALIAN APERITIF, IMPRESSING WITH ITS TYPICAL ITALIAN BITTER HERBS AND WARM ORANGE NOTES.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

AMALFI BREEZER

INGREDIENTS	5 cl **UNDONE- Not Classic Apero**
	3 cl grapefruit juice
MIXER	THOMAS HENRY Bitter Lemon
GLASS	Wine glass
GARNISH	Grapefruit slice
TECHNIQUE	Built in glass





1. Fill a glass with ice cubes
2. Add UNDONE - Not Classic Apero and grapefruit juice
3. Top up with Bitter Lemon
4. Garnish with a grapefruit slice

UNDONE

THIS IS **NOT WINE APERITIF.**

Our French Affair



FLAVOR PROFILES

LITTLE FRENCH APERITIF 0.0%

Flavor Benchmark:	Sweet	●●○○○
Lillet	Fruit	●●●○○
Key Notes	Wood	○○○○○
White grape, stone fruit, citrus, peel,	Spice	●○○○○
light vermouth botanicals,floral notes	Citrus	●●○○○

MIXER

Mixer Benchmark:	Sweet	●●●○○
Thomas Henry Wild Berry	Fruit	●●●●○
Key Notes	Wood	○○○○○
Red berries, raspberry, strawberry,	Spice	●○○○○
light sweetness, subtle freshness	Citrus	●○○○○

WILDBERRY DELIGHT UNDONE

Signature Drink	Sweet	●●●○○
Wildberry Delight	Fruit	●●●●○
Key Notes	Wood	○○○○○
Wild berries, white grape,	Spice	●○○○○
citrus, floral notes	Citrus	●●○○○

UNDONE NO.8 LITTLE FRENCH APERITIF
IS THE ALCOHOL-FREE ALTERNATIVE TO A FRENCH WINE APERITIF. THIS CLASSIC APERITIF HAS AN AROMATIC FRAGRANCE OF MEDITERRANEAN HERBS AND HONEY-SWEET PEACH.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

WILD BERRY DELIGHT

INGREDIENTS	5 cl **UNDONE- Not Wine Aperitif**
	1 cl Fresh lime juice
MIXER	THOMAS HENRY Wild Berry
GLASS	Wine glass
GARNISH	Likme wedge & blueberries
TECHNIQUE	Built in glass





1. Fill a glass with ice cubes
2. Add UNDONE - Not Wine Aperitif and lime juice
3. Top up with Wild Berry
4. Garnish with a lime wedge blueberries

UNDONE

THIS IS **NOT VERMOUTH.**

Our Italian Classic



FLAVOR PROFILES

RED TORINO APERITIF 0.0%

Flavor Benchmark:
Noilly Prat Rouge

Key Notes
Red grape, herbal botanicals, wormwood bitterness, vermouth, light spice

Sweet	●●○○○
Fruit	●●○○○
Wood	●○○○○
Spice	●●●○○
Citrus	●○○○○

MIXER

Mixer Benchmark:
Thomas Henry Dry Tonic

Key Notes
Quinine bitterness, dry citrus, mineral freshness

Sweet	●○○○○
Fruit	●○○○○
Wood	○○○○○
Spice	●○○○○
Citrus	●●○○○

DRY AMERICANO UNDONE

Signature Drink
Dry Americano

Key Notes
Red grapes, herbal botanicals, orange, quinine

Sweet	●○○○○
Fruit	●●○○○
Wood	○○○○○
Spice	●●●○○
Citrus	●●○○○

UNDONE NO.9 RED TORINO APERITIF
IS THE ALCOHOL-FREE ALTERNATIVE TO CLASSIC RED VERMOUTH. IT FEATURES AROMATIC WORMWOOD, CINNAMON, AND SWEET ORANGE.

UNIQUE UNDONE METHOD:
TRIPLE FLAVOR RECOVERY (TFR)

STEP NO 1: SPIRIT ESSENCE 0.0%
BASE: Original spirits and aperitifs

STEP NO 2: RECONSTRUCTION
BASE: Natural aromas, flavor profile finetuning

STEP NO 3: TEXTURE AND BODY FOR MIXING
BASE: Alcohol-free wine 0.0%, natural sweet-acidity balance

DRY AMERICANO

INGREDIENTS	3 cl **UNDONE - Not Vermouth**
	3 cl **UNDONE - Not Classic Apero**
MIXER	THOMAS HENRY Dry Tonic
GLASS	Long drink / Highball
GARNISH	Orange
TECHNIQUE	Built in glass





1. Fill a glass with ice cubes
2. Add UNDONE - Not Classic Apero and UNDONE - Not Vermouth
3. Top up with DRY TONIC
4. Garnish with an orange zest

GOOD DRINKS.
DON'T NEED ALCOHOL.





ALCOHOL
-FREE



VEGAN &
GLUTENFREE



DRINK
& DRIVE



LOW
CALORIES

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UNDONE
alcohol-free