

Duty Free Global enters non-alcoholic spirits category with Caleño



Ellie Webb, Founder, Caleño

Tropical non-alcoholic spirit brand [Caleño](#) has appointed [Duty Free Global](#) as its global travel retail partner. Founded by Ellie Webb, Caleño “bottles up the vibes of Colombia, created to bring a Latina fiesta to those moments when you're not drinking,” reads the March 13 press release.

The market for non-alcoholic beverages across all categories grew 25% to US\$1.2 billion in 2022, according to IWSR Drinks Market Analysis data. The “No-Low” category is predicted to grow globally by 31% by 2024.

The two products DFG will be representing include Caleño Light & Zesty, a gin alternative distilled with a zingy mix of 10 botanicals, including pineapple, lemon peel and Colombian inca berry. The other, Dark & Spicy, is a rum alternative adding a bold punch of flavor with the taste of pineapple, coconut and lime, brought to life with natural spices.

“Duty Free Global are the leading experts on building brands in global travel across multiple categories. They have a proven track-record and an amazing reputation in the trade. It is brilliant to be partnering with them as their only non-alcoholic brand and I am extremely excited to see where this partnership can go,” said Ellie Webb, Founder of Caleño.

Barry Geoghegan, Founder of Duty Free Global said, “When we met the team at Caleño we knew

immediately from their passion and spirit that it was the right non-alcoholic spirit brand for travel retail - it sums up the spirit of travel and holidays with its joyful packaging and amazing spirits that create delicious tropical cocktails. We think it will appeal to travel retail operators with the growing trend for non-alcoholic alternatives in particular with millennials and Gen Z and it also offers an extra sale on top of the passenger's duty free allowance."