



UNDONE
alcohol-free





MEET THOMAS HENRY



ADULT PREMIUM BEVERAGES



FOUNDED 2010 WITHIN
THE BERLIN BAR SCENE



AWARD-WINNING
FLAVOR PORTFOLIO



THE LAST INDEPENDENT
NON-CORPORATE PLAYER



THE HOUSE OF THOMAS HENRY

WE LIVE AND BREATHE MODERN NON-ALCOHOLIC
LIFESTYLE BRANDS

THE SUCCESS OF THE
THOMAS HENRY BRAND LAID THE
FOUNDATION FOR THE GROWTH OF
THE **HOUSE OF THOMAS HENRY**.

We are evolving into a House of Brands
with shared ambitions across **Thomas
Henry, Undone and Mate Mate**.

These brands together create a
modern non-alcoholic universe
designed for how adults live, celebrate,
and enjoy moments across every
occasion and consumption moment.



NO. 1 HOUSE OF NON-ALCOHOLIC ADULT LIFESTYLE BRANDS

UNDONE
alcohol-free

ALCOHOL-FREE
SPIRITS



PREMIUM MIXERS &
ADULT SOFT DRINKS



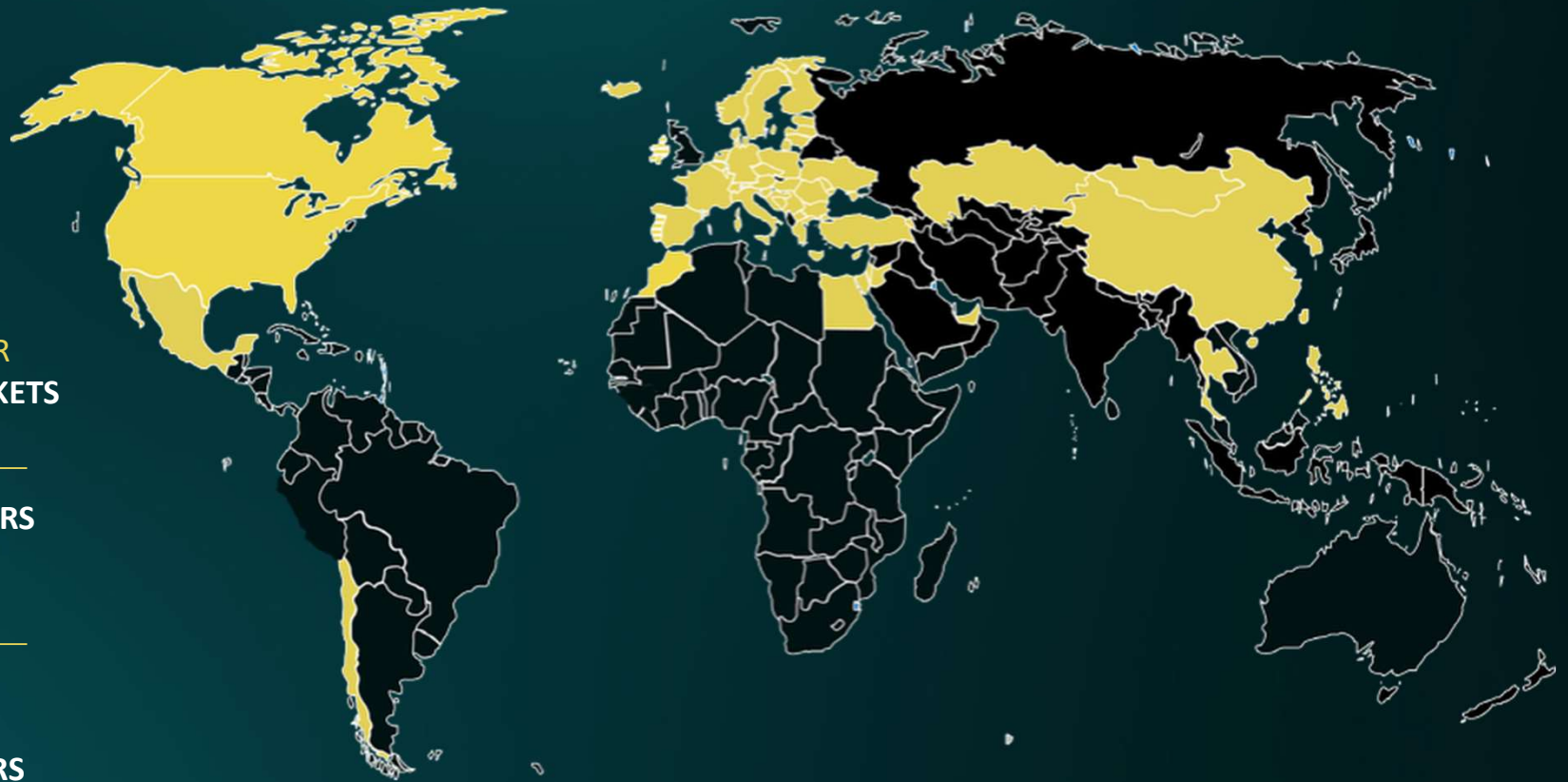
NATURAL
ENERGY DRINKS

MODERN DRINK EXPERIENCES

OUR GLOBAL FOOTPRINT

OUR BRANDS DELIVER MODERN DRINKING EXPERIENCES ACROSS THE GLOBE

- CONSUMERS ENJOY OUR PRODUCTS IN **60+ MARKETS** ACROSS **5 CONTINENTS**
- WE ARE **MARKET LEADERS** IN OUR CATEGORIES IN SEVERAL MARKETS
- WE WORK WITH THE **BEST INTERNATIONAL DISTRIBUTION PARTNERS**



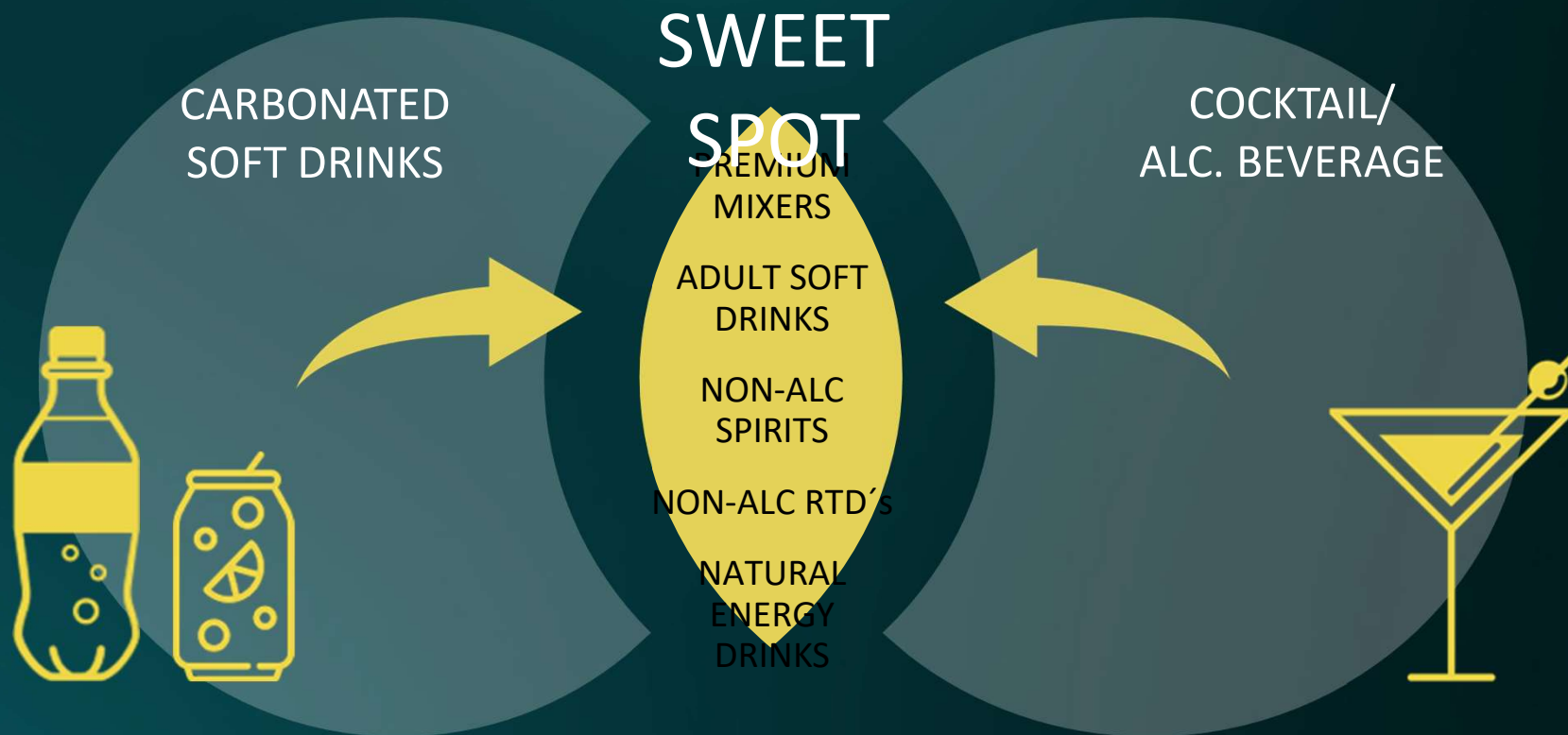
Our product universe

PREMIUM BEVERAGES AND FORMATS SHAPING MODERN ADULT DRINKING



The playground we own

Our portfolio of brands plays in the sweet spot between carbonated soft drinks and alcoholic beverages, sourcing volume from both categories by tapping into emerging lifestyle trends among adult consumers.



A photograph of a bar scene. In the foreground, there are several bottles of Thomas Henry beverages. On the left, a bottle of Thomas Henry Pink & Gin is visible. In the center, a bottle of Thomas Henry Gin & Tonic is partially obscured. On the right, a bottle of Thomas Henry Ginger Beer is prominent. A hand with a tattoo is holding a glass filled with a drink and ice. In the background, there is a vase with greenery. The text "WE BORN IN are BARS." is overlaid on the image in a large, white, sans-serif font, with "are" in a smaller, yellow font.

WE
BORN IN
are
BARS.

AWARD-WINNING PRODUCTS

THE MOST AWARDED PREMIUM MIXER BRAND, YEAR AFTER YEAR!



ROUTED IN THE

ACROSS 62 COUNTRIES GLOBALLY.

WORLD'S BEST BARS

THE
WORLD'S
50
BEST
BARS



HANDSHAKE // NO.
1



PARADISO // NO. 4



MOEBIUS // NO. 7



LIMANTOUR // NO. 7
(2024)



MIRROR // NO. 25



WAX ON // NO. 29



RODA HUSET // NO.
35



DRINK KONG // NO.
40



SCHMUCK // NO. 59



EMPLOYEES ONLY // NO.
95

Rooted in the world's best bars

THE
WORLD'S
50
BEST
BARS

CONSUMERS ENJOY OUR PRODUCTS IN COUNTLESS INFLUENTIAL BARS

ACROSS 62 COUNTRIES



...AND MANY MORE!

TRUSTED BY LEADERS OF

WE MAINTAIN STRONG FRIENDSHIPS WITH THE PEOPLE THAT MATTER ACROSS THE GLOBE
THE INDUSTRY



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname



Vorname Nachname

W 2025 BAR100

trusted by leaders of the industry

BAR
WORLD
2024
100

WE MAINTAIN CLOSE RELATIONSHIPS WITH THE PEOPLE THAT MAKE A DIFFERENCE GLOBALLY

TIM RAUE

2 MICHELIN STARS AWARDED

ICONIC CELEBRITY CHEF

EDDIE RUDZINSKAS

WORLD'S MOST-FOLLOWED

BARTENDER WITH 2M FOLLOWERS

ERIC VAN BEEK

VISIONARY OWNER OF THE

WORLD'S BEST BAR

HANDSHAKE

DOLPH LUNDGREN

HOLLYWOOD ICON

& VODKA BRAND OWNER



Our bar classics

TIMELESS FLAVORS CREATED WITH BARTENDERS FOR PERFECT DRINK CREATIONS

ALL NATURAL INGREDIENTS
VEGAN + GLUTEN FREE



Fruity bar lemonades

OUR JUICY TAKE ON DELICIOUS REFRESHMENT



10

UNDONE

alcohol-free

GOOD
DRINKS.
DON'T NEED
ALCOHOL.



**WITH OUR ALCOHOL-FREE
SPIRIT ALTERNATIVES, WE PROMOTE A
SOCIAL, HEALTHIER DRINKING
CULTURE WITHOUT COMPROMISING
ON DELICIOUS TASTE.**

**ALCOHOL
FREE**

- SECOND-EVER NON-ALC SPIRITS BRAND FOUNDED IN 2019
- FULL NON-ALC PORTFOLIO: SPIRITS, SPARKLING WINES & RTD'S
- PATENTED DE-ALCOHOLIZATION METHOD OF REAL SPIRITS



**ALCOHOL
FREE**



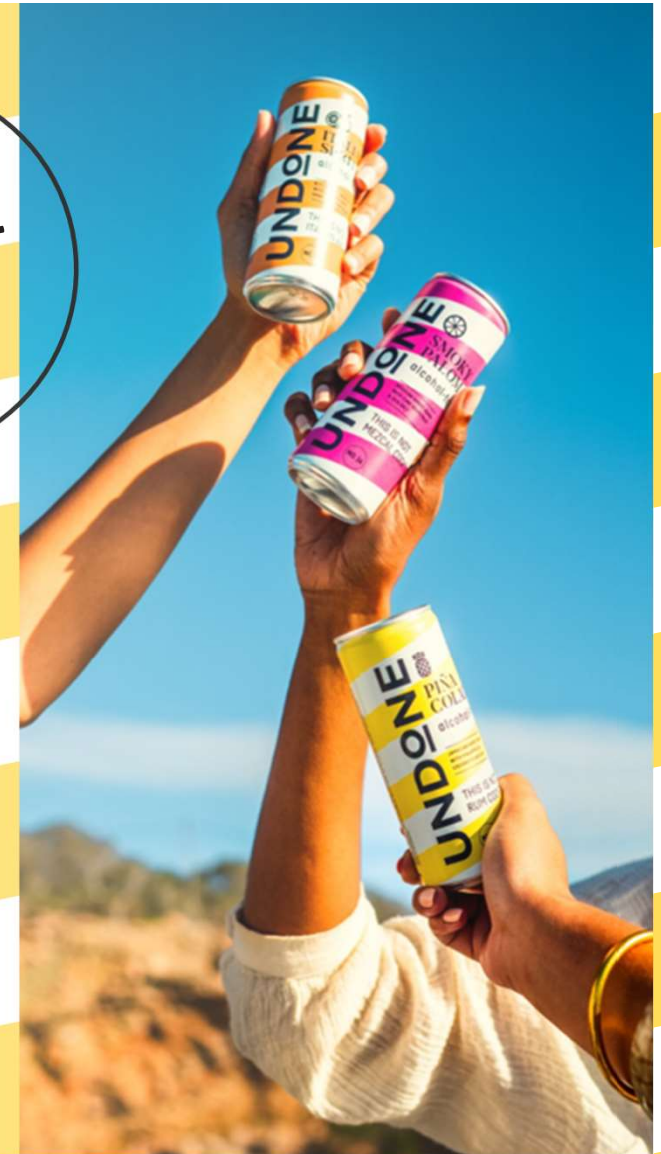
**VEGAN &
GLUTEN FREE**

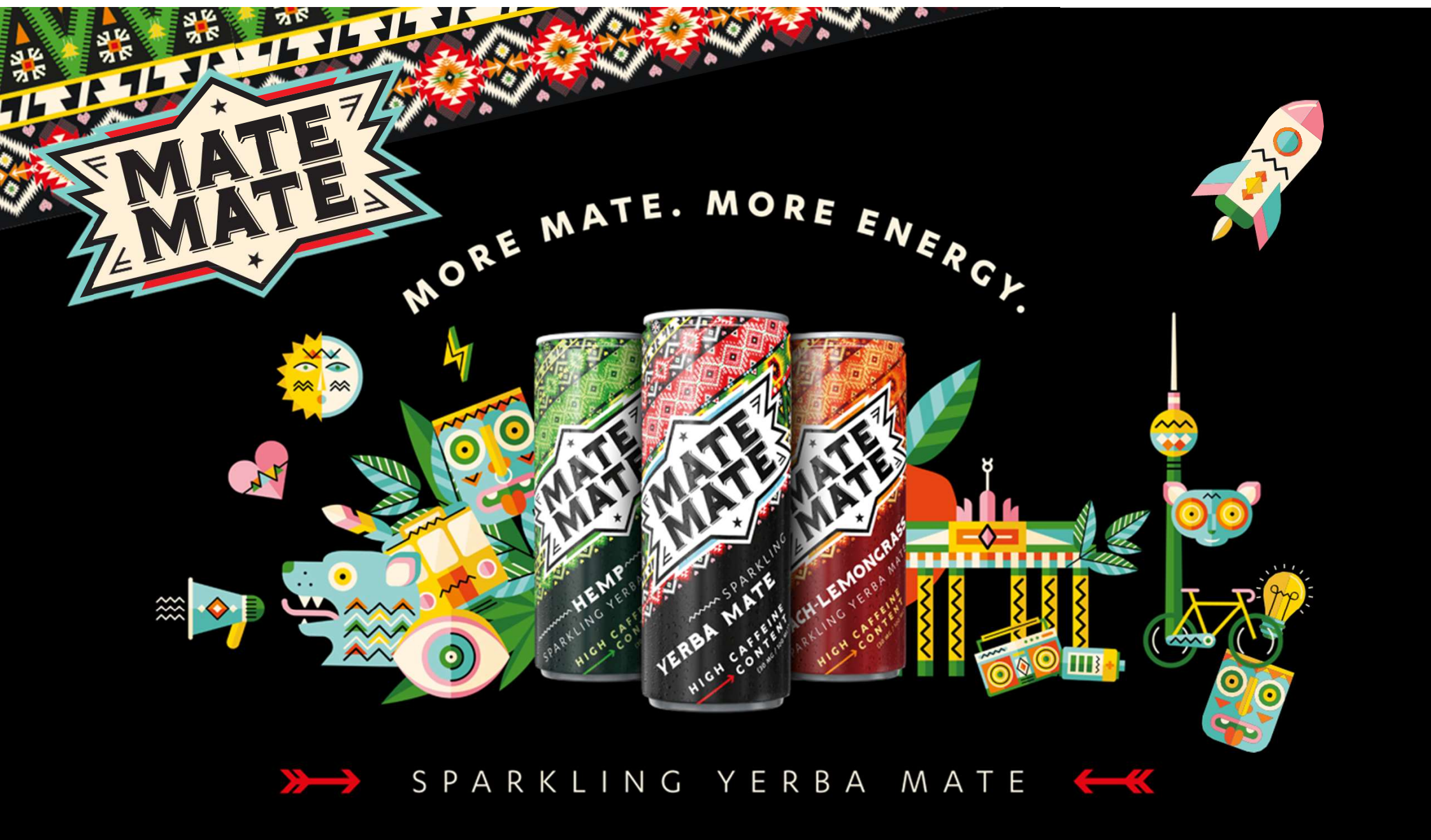


**DRINK
& DRIVE**



**LOW
CALORIES**





**MATE
MATE**

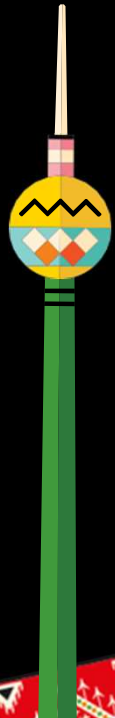
MORE MATE. MORE ENERGY.

**MATE
MATE**
HEMP
SPARKLING YERBA MATE
HIGH CAFFEINE CONTENT
100 MG / 100 ML

**MATE
MATE**
VERBA MATE
SPARKLING YERBA MATE
HIGH CAFFEINE CONTENT
100 MG / 100 ML

**MATE
MATE**
LEMONCRASS
SPARKLING YERBA MATE
HIGH CAFFEINE CONTENT
100 MG / 100 ML

» SPARKLING YERBA MATE «



»»» YOUR NATURAL ENERGIZER WITH SOUTH-AMERICAN FLAIR

Our Mate Mate range delivers a clean, plant-based energy boost that is naturally caf-feinated and genuinely effective. The perfect everyday companion for an urban, fast-paced lifestyle.



ALL-DAY REFRESHMENT

FR



  Cold Coffee Mixers & Adult Soft-Drinks	  Mixers & Adult Soft-Drinks	  Aperitivo Mixers & Adult Soft-Drinks	  Highball/Cocktail Mixers & Adult Soft-Drinks	
 Natural Energizer	 Natural Energizer	 Natural Energizer	 Natural Energizer & Mixer	 Natural Energizer
	UNDONE® Alc. Free Spirits, Aperitives & Sparklings	UNDONE® Alc. Free Spirits, Aperitives & Sparklings	UNDONE® Alc. Free Spirits, Aperitives & Sparklings	

Our brands and their portfolios deliver modern drinking refreshment that fits every moment within the everyday life of our consumers.

key retailers believe in thomas henry

OUR BRANDS ENHANCE THEIR PREMIUM SEGMENT AND DRIVE GROWTH

REWE GROUP

TESCO

Walmart 

coop

SPAR 

 **Auchan**

 **Kaufland**

EDEKA

 **Albert Heijn**

 **LIDL**

Carrefour

KaDeWe

...AND MANY
MORE!



extensive global media coverage

WE ARE PRESENT WHERE CULTURE IS SHAPED AND TRENDS ARE SET

VOGUE

Süddeutsche Zeitung

GO

THE SPIRITS
BUSINESS

DRINKS
INTERNATIONAL

falstaff

Mixology
MAGAZIN FÜR BARKULTUR

Gala

E L L E

COSMOPOLITAN

aboutdrinks

...AND MANY
MORE!



world-class partnerships

WE COLLABORATE WITH THE BEST, GLOBALLY!



...AND MANY
MORE!



Jägermeister

BACARDÍ

CAMPARI
GROUP

Beam **SUNTORY**

WILLIAM GRANT & SONS

 BROWN-FORMAN

Moët Hennessy

PROXIMO

DIAGEO


Pernod Ricard

...AND MANY
MORE!



CHEERS
FROM
Berlin



THOMAS HENRY GmbH Bessemerstraße 22, 12103 Berlin,
Germany