

# BOTIVO

*'Made by artisans, drunk by healthy hedonists'*

**Botivo reveals playful new design and why their craftsmanship demands more from non-alcoholic drinks**



**Wednesday 22nd February:** This month [Botivo](#) - the slow sipping botanical drink inspired by aperitifs - reveals a new look that brings to life both their craft credentials and their joy de vivre personality. Describing their product as 'made by artisans, drunk by healthy hedonists', Botivo are challenging the idea that drinks have to have alcohol in them to be beautifully crafted, complex and delicious.

Stepping up to disrupt a category that is essentially water and flavourings, Botivo is a truly craft brand that is small batch, handmade, uses only real ingredients, and takes several weeks to make. This translates to a complex, rich flavour with a long finish - something that cannot be achieved with flavourings.

The theme behind the new design is inspired by the ongoing conversation between Botivo founders **Sam Paget Steavenson** - the artisan - and **Imme Ermgassen** - the 'healthy hedonist' - both of whom are fascinated with the connections that are deepened through the age-old tradition of eating, being merry and drinking together. Both share the opinion that 'non-alc' is a limiting concept obsessed with alcohol. Which in turn reflects the brands core philosophy: to create a new category of craft, adult drinks that doesn't live in opposition to alcohol, but is its own thing.

While many other brands are trying to talk to a younger Gen Z audience who drink less alcohol, Botivo is going after a slightly older crowd who are healthy, but live life to the full and place real value on pleasure, unwinding, ingredients and how things are made.

**WHAT IS BOTIVO?**

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1. **Apple cider vinegar** is the backbone of Botivo and is widely known to keep the gut healthy and serotonin up. Sam sources his apples from a family run farm in Devon that have been aged for at least one year to develop complexity
2. **Organic wildflower honey** which balances the bitter flavours with a natural sweetness
3. **Rosemary**, a woody, evergreen shrub that is gloriously aromatic; viewed by herbalists as stimulating and mind clearing, is one of the first to be infused. Rosemary is often found in aperitifs, because it is believed to tone the stomach and stimulate the appetite
4. **Thyme**, a fragrant herb known for helping clear the sinuses, is less commonly found in aperitifs, but is used to add another herbal layer to develop complexity
5. **Gentian**, an alpine flower, is the bitter backbone of Botivo that carries a woody depth found in many cocktail bitters, aperitifs and vermouths
6. **Wormwood**, an intensely bitter botanical and a powerful digestive that has a uniquely aromatic profile, essential to the production of most absinthes and vermouth
7. The **citrus of orange zest** binds all of these flavours together

Crafted by **Sam Paget Steavenson**, Botivo is inspired by Sam's research into Oxymels: ancient tonics that used a base of vinegar, water, and honey that acts as the perfect medium for the infusion of aromatic roots, fresh herbs and botanicals. In Botivo's case, the apple base is fermented for several weeks before the botanicals are infused. Like a wine that too deals with natural ingredients whose flavour notes and undercurrents can fluctuate with the weather, quirks of pollination, soil and many other unique variables, the result is a refreshingly bittersweet, viscous, and sophisticated non-alcoholic drink.

## THE NEW LOOK



Echoing their mission to change our pre-existing ideas of non-alcoholic drinks to something that is both craft and playful, Botivo's new look is all about bringing to life the creativity and joy de vivre of the brand while respecting its artisan roots. It's a world where non alc is pleasure seeking, inclusive and joyful, not worthy, exclusive and serious.

Cue illustrator [Rozalina Burkova](#), whose work has been featured in The New York Times, and is known for her lively aesthetic. Burkova began with a sunny, base colour of **Pantone #122U** that captures the essence of conviviality, connection, and the pleasure-seeking traits of Botivo. The illustration itself reflects the curious and open-minded nature of Botivo with various characters, all of whom are independent yet connected within the animated scene. Burkova is able to depict the visceral feeling of the deeper bonds and connections through the release of endorphins that eating and drinking, with Botivo, can foster. The new look signifies Botivo's bigger picture as a brand that wants to demonstrate their creative, welcoming values, which eventually will branch out into the physical space with events, partnerships, and cultural collaborations.

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## THE HEALTHY HEDONIST

As we become more concerned with how we consume and seek pleasure, Botivo does more than just satisfy the taste buds: it also helps to release the natural pheromones known to promote connection that the bitter ingredients possess.

Research has shown that your gut accounts for 90% of serotonin released - pleasure without stimulants - and with apple cider vinegar being the backbone of the drink, widely known to keep the gut healthy and serotonin up, Botivo also supports the release of natural pheromones.

Unique to the category, Botivo has **no added flavourings or preservatives**, such as potassium sorbate, known to be bad for your gut, and with only **20% added water**, (in comparison to other non-alcs on the market whose bottle product consists of between 90-95% added water), the 20 serves within each bottle guarantee that you're getting the most of the botanicals that naturally support gut health. Therefore, Botivo's idea of pleasure is not just an opinion, but scientific fact.



*Flavour profile: herbal, bitter, citrus with a long finish*

Botivo is best served with soda as a spritz, sipped over ice with a juicy wedge of orange. It has a versatility and adds depth to many cocktails: one of the main reasons why chefs and sommeliers in particular, love it; and something that Liam Davy, (Groups Bar Director at Hawksmoor Group) has demonstrated through his recipes. Though inspired by aperitifs, Botivo isn't restricted to being enjoyed at the beginning of a meal or on its own. The herbaceous notes of rosemary and thyme, lend themselves perfectly to savoury dishes of roasted chicken and spring lamb, while the bitterness of the drink pairs exceptionally well with spicy foods, like [Kriicket's Kerala Fried Chicken with pickled mooli and curry leaf mayonnaise](#).

Botivo can be enjoyed at some of the [UK's best restaurants](#) and is already stocked at some of the finest purveyors of premium and quality produce, including Selfridges and Daylesford. Purchase Botivo [online](#) for **£26.95**, in store, or enjoy as part of an experience at a restaurant or bar.

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For all press enquiries and media samples please contact: [frankie@anna-frankie.com](mailto:frankie@anna-frankie.com) | [hello@anna-frankie.com](mailto:hello@anna-frankie.com)

Press images to support the press release can be found [here](#)

Photography credit: Steven Joyce

## Notes to Editors

### **Sam Paget Steavenson – The Artisan**

Born out of passion, with parties in mind, Botivo is the brainchild of founder Sam, a highly trained bartender with over two decades of drink crafting. Having run and created private cocktail events for years, including crafting the drinks for the Royal wedding, Sam had an insatiable itch to create something new – an alcohol-free tippie that was playful, distinctive and definitely not sweet. It also had to be 100% real, with no flavourings or preservatives. A year of extensive research into different techniques, ingredients and processes later, Sam succeeded. The first bittersweet sip of Botivo was taken. Quickly becoming the most requested alcohol-free creation at Sam's events, he realised Botivo was gloriously drinkable, everywhere and anywhere - so bottled it and launched it as a business.

### **Imme Ermgassen – The Healthy Hedonist**

Imme loves food and loves booze- esp. how complex and crafted it is. She is in no way your typical non alc advocate. She openly admits that prior to discovering Botivo, she either drank water or alcohol, non alc was not even on her radar. A friend put her onto Botivo and when the taste blew her mind, she knew she had to be part of it. She left her job consulting on consumer and culture for brands such as adidas, MTV, Proper, SoundCloud, Grey Goose, to join Sam as co-founder and lead the rebrand of Botivo and shape its personality.

### **Rozalina Burkova – Illustrator**

Rozalina is an illustrator, visual artist and animator. Originally from Bulgaria, Rozalina is currently based between Barcelona and Sofia and works internationally. A Graduate of Central Saint Martin's College of Art & Design, Rozalina's work has been featured in The New York Times, and worked with GUCCI, Tate Modern, Liberty's and more.

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