Spirits of Virtue We drink differently



Our brands Glen Dochus

Superior non-alcoholic whiskies steeped in Scottish heritage















Our brands Pearsons

An elegant range of alcoholfree gins inspired by nature



Our brands SOBOUR

Our bold homage to classic American whiskies







Our brands Seven Giants

Our braw range of cheeky tequila alternatives



Our brands USKO

Vodka alternatives inspired by the Nordic wilds











Our brands 270° Botanicals

All the fun of rum without the alcohol









Our brands CeroCero

Alcohol-free gins to stir your imagination











Ownlabel ASDA

We've been trusted by Asda to produce and deliver the UK supermarket giant's own range of non-alcoholic spirits.

From bespoke bottle design to flavour development, creating private labels is also one of our specialities.





Our global presence

Since our launch in 2018, Spirits of Virtue has established market presence in 16 countries.

We're engaged in active commercial discussions with 10 other territories.

We aim to to have a market presence in 30 countries by 2026.



Our production hub

Spirits of Virtue HQ is nestled on the banks of the River Clyde, in Glasgow, where crafting innovative products inhouse is at the cornerstone of what we do. This gives us full control of the process, from inception to production, with intense focus on new product development and the quality of our liquids.

Production line one at our plant can produce 12 pallets – approximately 8.4k bottles – per day. Operational Monday to Friday, that's 42k bottles per week.

Two additional production lines, capable of producing similar quantities, can be commissioned with prior notice for larger orders and overrun capacity.

All our beverages are mixed, bottled, labelled and packed by hand.



The team

An Experienced and Driven Management Force



Roddy Nicoll Founder/CEO

An experienced entrepreneur, Roddy cut his teeth in the Glasgow on-trade before launching and running various start-ups.



Kerr Nicoll
Production Director

Kerr carved out a career in the on-trade across the UK before making a strategic transition to enhance the production arms of major offshore companies.



Kevin HarvieFinance Director

An ICAS qualified accountant, Kevin has a wealth of expertise in corporate finance and senior management roles within the FMCG sector, from established PLCs to innovative start-ups.



Alex Bontoft
Creative Director

A vastly experienced designer with extensive brand and packaging knowledge. Alex has worked with major brands across FMCG, beer, wines and spirits, blue chip and private label sectors.



Douglas Mcghee Chairman

A seasoned business
executive, Douglas has a rich
background in senior
management, particularly in
advisory and industrial
propositions. As a nonexecutive director, he brings
valuable insights to ownermanaged businesses.



Angela Mount Business Development

Formerly Head of Wine for a leading UK supermarket, Angela is a drinks industry retail and on-trade specialist. Her status as an industry presenter and commentator is testament to her expertise.

Our expansion strategy

- Expand into 30 countries by 2026.
- Extend partnership with Think Distribution in the US.
- Rollout across Canada, the Middle East and Australia.
- Secure distribution partnerships in other key territories, including China and Japan.
- Grow following for each SoV brand on social media.
- Execute brand specific marketing and advertising campaigns.
- In-store promotions and activations.



Strategic accounts



Working together for over 4 years, SoV produce an own-label range for ASDA. Expanded this year from 2 to 4 SKUs and increased to 350 stores, with estate-wide rollout to follow in Q2 (500 stores).



First containerised order of 15,000 bottles arrived in November. 19 SKUs now available on e-commerce in the USA. Cadence order forecast for further 15,000 bottles, expanding into RTD cans and full range in Q1.



An account developed over 3 years, Spinneys currently stock 7 SoV SKUs across 25 locations. Expanding to 11 SKUs in December, with an estate-wide NOLO section rollout (85 stores) to follow in Q1.



MMI have recently onboarded and offer distribution to 14,000 locations across the GCC. First palletised orders now in production, including 6 SKUs. This will then expand to 11 SKUs and new 50ml pouches in Q2.



SoV have achieved first-mover status in Japan, with our first containerised order going into production in December. A health-conscious population of 126 million people makes this our highest potential account.



British Provender are now our Tier 1 master importer for Australia. Our first shipment of 10 SKUs arrived in November for distribution into Dan Murphy's (260+ stores) with expansion into Woolworths to follow.

Roddy Nicoll

Managing Director & Founder

roddy@spiritsofvirtue.com +44 7837 711 898 www.spiritsofvirtue.com

