

*hooch*

**NATURAL  
BEVERAGES  
CUSTOMISED  
FOR EVERY  
MOMENT**





### DANISH WILDERNESS

Tangy blackcurrant paired with the aromatic warmth of freshly pressed rosemary, creating a bold and refreshing taste. Made with surplus herbs, with no added sugar and no artificial flavourings.

GINGER / SEA BUCKTHORN / MINT



### PINK LEMONADE

Zesty lime, bright lemon and a fresh pop of basil. This pink lemonade is bold and refreshing, with a crisp herbal lift that keeps you sipping. Made with surplus herbs, with no added sugar and no artificial flavourings.

LIME / LEMON / BASIL



### DH\_01\_WHITE

From organic agriculture. Matured in stainless steel vats, with bâtonnage on the lees for six months. Naturally decanted and softly filtered. Notes of pomelo, lemon, sage and apricot. A crisp white wine that tastes exactly as white wine should. Serve at 10–12°C.

100% SAUVIGNON BLANC



### DH\_02\_ORANGE

From organic agriculture. Matured in stainless steel vats, with bâtonnage on the lees for six months. Naturally decanted and softly filtered. Sparkling golden hues, with aromas of peach, vanilla and a citrus finish. Fresh and unforgettable. Serve at 10–12°C.

100% CHARDONNAY



### SWEET BERRY

Bright sea buckthorn with zesty ginger and a fresh touch of pressed mint, creating a sharp, refreshing taste with a clean finish. Made with surplus herbs, with no added sugar and no artificial flavourings.

BLACKCURRANT / ROSEMARY



### JUST WATER

Good old spring water, sourced in Nordsjælland and gently carbonated to bring out a fresh, crisp taste with a soft, balanced mouthfeel. Pure refreshment, nothing else.

WATER



### DH\_03\_ROSÉ\_FIZZY

From organic agriculture. Matured in stainless steel vats. Direct pressing and temperature-controlled fermentation. Naturally decanted and softly filtered. Pale pink, with aromas of red fruit, white peach and melon, topped off with a lively touch of bubbles. Serve at 10°C.

100% PINOT NOIR



### DH\_04\_RED

From organic agriculture. Aged in concrete tanks, with fermentation at a controlled temperature and long maceration. Softly filtered. A light red with cherry highlights and fresh fruit aromas, hitting all the right spots for a terrace-style red wine. Serve at 15–17°C.

70% PINOT NOIR 30% MERLOT

# Choose Natural

We make only all-natural beverages, crafted with 100% natural ingredients sourced from real fruit, real botanicals and real wine grapes.

We rely on nature to do the work – not processing or artificial adjustments. It's better for the environment, and better for you.

We don't aim for sweetness. Our beverages are light and balanced, closer to nature than to traditional soft drinks or wine.

The taste is clean and uncomplicated, because it isn't engineered to overwhelm. No flavour tricks. No artificial balance. No shortcuts.

Easy to drink, gentle on the palate, and leaving you clear-headed – without the heaviness or headaches that often follow highly processed drinks or alcohol.

Choose natural, because it feels better.





# No weird stuff

We don't add any artificial flavourings, colourings, sweeteners or preservatives to our beverages. Nothing is added to stabilise, intensify or correct flavour.

Mainstream drinks are built for scale, shelf life and consistency – often at the cost of the product itself. That approach relies on layers of additives and adjustments.

We take a different path.  
We remove complexity instead of adding it.

Our recipes are short, intentional and transparent. If an ingredient doesn't serve a clear purpose, it's left out.

We source locally and produce most of our beverages in Denmark, keeping full control from recipe to final product.

# Custom labelled beverages

Your brand - designed for every moment.

All labels are 100% customisable. Everything can be tailored to your brand, event, office or retail assortment.

From offices and Friday bars to events, activations and retail, our custom designs elevate every moment.

With everything from design to delivery handled in-house, we can deliver bespoke beverages in as little as 14 days.



LUNAR

H2O

**B**  
new balance

Boozt

B&O  
BANG & OLUFSEN

MØRCH ROHDE  
Copenhagen

Audo

TEN4

SAMSØE SAMSØE



N'AGE

turtle.

STELLA  
NOVA

BIODERMA  
LABORATOIRE DERMATOLOGIQUE

Reseller

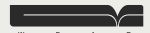


SOCIAL WORKS

exercere

matas

PIECES®



CLARINS  
PARIS

zalando

ADAX

PILGRIM

SENSAI

hooch

**Slip!**

orange wine

zalando

Product of France

dh\_03\_Orange  
100% Chardonnay  
200 ml / 6.8 oz  
Alc. 12%vol.

Contains sulfates



FR-BIO-01  
Agriculture France

Hooch&S  
Dannebrogsgade 4  
Copenhagen, Denmark  
hooch.dk

hooch

**Slip!**

the  
corner

orange wine

zalando

Product of France

dh\_03\_Orange  
100% Chardonnay  
200 ml / 6.8 oz  
Alc. 12%vol.

Contains sulfates



FR-BIO-01  
Agriculture France

Hooch&S  
Dannebrogsgade 4  
Copenhagen, Denmark  
hooch.dk



## Designed for your context

Custom labels let you adapt to any context. Transform office moments, events or your workspace into thoughtful brand experiences.

## Short lead time

Designed to move quickly from concept to finished cans. Custom labels can be produced and delivered within 14 days, ideal when timing matters.

## Stand out instantly

Attention is won in seconds. A custom-designed beverage helps you stand out and gives people something they'll actually remember.

## Increased brand exposure

Your beverages are picked up, photographed and shared naturally, extending their visibility beyond the moment, something people carry with them.

## Part of the shift

Let your custom-designed beverages showcase your brand's commitment to healthier, more natural choices.

## An easy upgrade

A better alternative to conventional beverages, custom-branded to fit seamlessly into offices, events and everyday moments.

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*“It’s about the full experience.  
Taste, aesthetics, & brand  
need to work together.*

***hooch*** *is a conscious choice  
that elevates just that - with  
no compromises on look or  
quality. we can highly  
recommend them.”*

**Stine Nordgaard,  
Brand Identity Project Manager at PIECES**





# Prices

Commit to more. Pay less. Split the bill.

## Normal

Orders starting from 24 pcs.

	24+	6% off 200+	12% off 400+	16% off 800+
Sparkling Water	15 DKK	14 DKK	13 DKK	12 DKK
Wine	25 DKK	24DKK	22 DKK	21 DKK
Electrolytes				Coming soon
Coffee				Coming soon

## Custom

Orders starting from 100 pcs.

	100+	6% off 400+	12% off 800+	16% off 1200+
Sparkling Water	25 DKK	24 DKK	22 DKK	21 DKK
Wine	35 DKK	33 DKK	31 DKK	29 DKK
Electrolytes				Coming soon
Coffee				Coming soon

CUSTOM LABEL DESIGN

1.500 DKK

All prices exclude VAT.

If you commit to a larger volume, you can receive a better discount and spread the cost over three payments. We will store any products you don't need immediately and deliver them in batches according to your requirements.

## Want to create your own beverage?

Starting from a minimum of 4,000 units, we work with you to create a fully bespoke beverage. Wine, coffee-based, sparkling water or something entirely unique, get in touch to make it happen.

