

Beyond 0.0 Beer: 3Sisters Drinks Expands Its Non-Alcoholic Beverage Portfolio

3Sisters Drinks expands beyond 0.0 beer with a diverse portfolio of sodas, mocktails, mixers and more, reflecting India's evolving beverage landscape.

NEW DELHI, DELHI, INDIA, August 17, 2026 /EINPresswire.com/ -- As India's beverage landscape continues to evolve, consumers are increasingly presented with more choice around how, when, and what they drink. For 3Sisters Drinks, that shift represents an opportunity to look beyond a single non-alcoholic format and build a broader portfolio around different tastes, occasions, and preferences.



A hand selects a bottle of 3 Sisters German Lager non-alcoholic beer from a refrigerated beverage display.

The Indian beverage brand has developed a portfolio spanning [non-alcoholic beer](#), Indian-inspired craft sodas, mocktails and mixers, cola, and energy drinks, creating a proposition that extends beyond the increasingly familiar 0.0 beer conversation.

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The future of non-alcoholic drinking is not about one format. It is about giving consumers more choice across flavours, occasions, and experiences.”

3Sisters Drinks

Moving Beyond a Single Definition of Non-Alcoholic
Non-alcoholic beverages are often discussed primarily through the lens of alcohol alternatives. While 0.0 beer has become an important part of that conversation, the wider category encompasses a much broader set of drinking occasions.

3Sisters Drinks has taken a portfolio-led approach, bringing together different beverage formats under one proposition.

Its range includes non-alcoholic beers alongside flavours such as Kala Khatta, Jeera Masala, Twisted Shikanji, and Imli Chaska, as well as mocktails and mixers and other beverage

categories.

The approach reflects a simple idea. Consumers do not necessarily want one alternative to an alcoholic drink. They want more choices for different moments.

Building Around Indian Tastes

One of the distinctive elements of the 3Sisters portfolio is its combination of contemporary beverage formats with familiar Indian flavour profiles.

While non-alcoholic beer provides an alternative for consumers looking for a beer-style drinking experience without alcohol, the soda portfolio takes a different route, drawing from flavours and taste experiences that are deeply familiar to Indian consumers.

This creates a wider spectrum of occasions, from social gatherings and celebrations to everyday refreshment.

Rather than positioning non-alcoholic drinking around restriction, the portfolio places greater emphasis on flavour, variety, and the freedom to choose.

The Changing Drinking Occasion

The evolution of the non-alcoholic category is also changing the way consumers think about drinking occasions.

A beverage does not necessarily need to replace an alcoholic drink to have a role in a social setting. It can simply provide another option.

For consumers choosing to moderate their alcohol intake, avoid alcohol altogether, or simply explore different beverages, this creates space for brands to compete on taste, experience, and relevance rather than alcohol content alone.

3Sisters Drinks is building its portfolio around this broader interpretation of the occasion.

From Products to a Beverage Portfolio

The strategy also gives the brand room to operate across different parts of the beverage market.

Non-alcoholic beer addresses one set of consumer preferences, while sodas, mocktails, mixers,



3 Sisters non-alcoholic drinks displayed with fresh blueberries, lemon, mint, dates, and a prepared mocktail.

cola, and energy drinks create opportunities across other occasions.

This breadth can also help introduce consumers to the brand through different entry points. Someone discovering 3Sisters through a soda, for example, can subsequently explore its non-alcoholic beer or mocktail range.

The result is a portfolio approach rather than a single-product proposition.

Building the Digital Connection

As the portfolio expands, communicating this variety becomes increasingly important.

3Sisters Drinks has partnered with [DN Designs](#) to develop its digital presence, creating an online environment through which consumers can explore the wider range of products and understand the different categories within the portfolio.

The partnership also includes motion-led digital content designed to bring greater energy and movement to the brand's online communication.

For a beverage portfolio built around flavour, occasions, and variety, digital channels provide an opportunity to communicate those dimensions beyond the physical point of purchase.

A Broader View of Non-Alcoholic Drinking

The development of brands such as 3Sisters points towards a broader interpretation of the non-alcoholic beverage opportunity in India.

Rather than treating the category purely as a substitute for alcohol, the emerging landscape is creating space for beverages to compete on their own terms, through flavour, cultural relevance, convenience, and the occasion they are designed for.

For 3Sisters Drinks, the ambition is reflected in the breadth of its portfolio. Non-alcoholic beer is one part of the proposition, but not the entire story.

As consumer expectations continue to evolve, the brands that offer greater choice and more reasons to drink differently may be well placed to participate in the next phase of the category.

About 3Sisters Drinks

3Sisters Drinks is an Indian beverage brand with a portfolio spanning non-alcoholic beers, craft sodas, mocktails and mixers, cola, and energy drinks.

The brand's range is designed around different flavours, occasions, and preferences, with non-alcoholic options forming an important part of its portfolio.

For more information, visit: <https://3sistersdrinks.com/>

Non-Alcoholic Beverages, 0.0 Beer, Craft Sodas, Mocktails, Mixers, Beverage Industry, FMCG, India

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