

MURI

FERMENTED BLENDS

NON-ALCOHOLIC

CRAFTED IN COPENHAGEN

BY HAND



ABOUT US

OUR PHILOSOPHY

We are uncategorised, making drinks with techniques we learned from the kitchen, vineyard, distillery, and orchard to target wine occasions and Michelin star tasting menu experiences. This ambiguity allows us creative freedom that is unusual in the drinks industry, where big brands and traditions dominate.

INGREDIENTS

We deliberately source unusual or obscure ingredients and forage many of our own botanicals to ensure that the flavours in each drink are exciting. We only use real ingredients listed on our labels. Muri is a clean label with no hidden chemicals or preservatives.

TECHNIQUE

Making non-alcoholic drinks flavourful is no easy feat. Alcohol delivers flavour so well that without it you need to work harder. Anyone can make lobster taste good but creating something exceptional from a potato, takes real skill. Just as great chefs transform the humble into the extraordinary, we work with our ingredients in the same way—utilising our gastronomic skills to craft truly sophisticated blends.

FERMENTATION

We utilise advanced fermentation techniques along with obscure ingredients to build up complexity of flavour without alcohol. This means we do not use any dealcoholization process, ensuring each drink is crafted with authenticity.



A black and white photograph of a person from behind, wearing a dark t-shirt with 'MURI' printed on it. They are walking through a large, textured pile of white foam or shredded paper. The background shows a building with windows.

LIQUID GASTRONOMY

MURI
COPENHAGEN

PASSING CLOUDS

PLAYFUL

SOPHISTICATED

FLORAL

DRY

WHITE CURRANT &
GOOSEBERRY WINE

QUINCE KEFIR

JASMINE TEA

GERANIUM &
WOODRUFF KVASS

INSPIRATION

Passing Clouds was Muri's first release, a fresh, easy-to-drink bottle of bubbles named after a psychedelic nightclub in London. In restaurants, it's generally served as an aperitif, as a Champagne alternative.

OUR BASE

The base of the drink is a quince water kefir, which gives the fruit-forward taste and the mouthfeel. Gooseberry wine (fermented gooseberry juice) is added next for acidity, with a cultivated yeast that provides floral notes.

FERMENTATION LAYERS

Layered in is a cold-brewed jasmine tea, which accentuates those aromatic qualities you find in the glass. We then add kvass, a caramel malt inoculated with sourdough starter, to give some of those brioche and toasty notes that Murray loves in Champagne. The kvass is infused with geranium and locally foraged woodruff.

RESULT

A dry, complex, floral, and sparkling, and reminds us of some of our favorite skin contact pet nats. Sparkling and refreshing with bright acidity and a heady nose of flowers, honey and ripe fruits. Serve chilled. Pair it with aromatic dishes, seafood and white rinded cheese.



YAMILÉ

AROMATIC

SMOKY

FUNKY

DRY

RASPBERRY &
GOOSEBERRY MEAD

GOLDENROD KEFIR

PINK PEPPERCORN

RHUBARB

INSPIRATION

This drink is inspired by our good friend Yamilé Abad, an enologist with over a decade of experience in natural wine. She introduced us to carbonic maceration, a technique that became central to this blend, showcased through the carbonic macerated raspberries

OUR BASE

The base is carbonic macerated raspberries, which provide a very tart flavor, lots of acidity, and give the drink a nice bubblegum pink color. Honey is used as the primary sugar source, and the sweetness is balanced out by the acidity of the gooseberry mead.

FERMENTATION LAYERS

Lacto-fermented smoked rhubarb is layered in next; it has been smoked over beechwood for two days, which gives the drink a slight hint of smokiness. There's a water kefir in this blend, which has been macerated with blanched pink peppercorn (5 times), star anise, and goldenrod flowers.

RESULT

A nose of overripe golden tomato and red fruit, with a palate of salty smoke and gentle raspberry acidity. Familiar almost natural wine-like funkiness. The kefir creates a mouthfeel and texture. Serve chilled. Pair with seafood, smoked fish, or creamy desserts.



SHERBET DAYDREAM

SPARKLING

PINK FRUIT

PINE

DRY

REDCURRANT WINE

PICKLED RHUBARB

DOUGLAS FIR

JUNIPER KEFIR

INSPIRATION

A playful nod to sherbet, that fizzy childhood treat. Bright, tart, and effortlessly drinkable—an uplifting sparkler for modern times. Lighthearted yet refined, it brings a nostalgic thrill in every sip.

OUR BASE

A vibrant redcurrant wine fermented with selected yeast for extra acidity. Pickled rhubarb and its brine add a sharp, tangy depth. The balance of fruit and acidity gives it a naturally crisp and refreshing character.

FERMENTATION LAYERS

Douglas fir and juniper berries are steeped into water kefir, lending piney aromatics and a clean, zesty backbone. These botanical notes add a fragrant, herbaceous lift with a lingering freshness.

RESULT

A lively burst of pink fruit, pine, and tangy fizz. Effortlessly moreish with a bright, sherbet-like tartness. Its gentle sparkle makes it the perfect aperitif. Serve chilled in a wine glass, best enjoyed alongside smoked salmon and blinis.



UZUME

TEXTURED

RED FRUIT

CREAMY

BRIGHT

STRAWBERRIES
FERMENTED 3 WAYSICE CLARIFIED
TOMATO WATER

YOGHURT WHEY

VANILLA PODS

INSPIRATION

A collaboration with the legendary Anne-Sophie Pic, the world's most decorated female chef. Crafted alongside her Chief Executive Sommelier, Paz Levinson, Uzume is a sparkling rosé that embodies elegance and imagination. After two and a half years of refinement, this celebratory blend is finally ready to share.

OUR BASE

A dry, effervescent rosé inspired by the nostalgic pairing of strawberries and cream. Three styles of strawberry fermentation—carbonic maceration, lacto-fermentation, and wine yeast—enhance their vibrant fruitiness. The blend is given its luxurious creaminess from a yoghurt whey.

FERMENTATION LAYERS

Ice-clarified tomato wine, fermented with wine yeast, adds delicate savoury depth. Smoked vanilla pods, gently caramelised over beechwood, weave in a subtle warmth. These layers create a balance of bright fruit, creamy texture, and refined complexity.

RESULT

An elegant harmony of ripe strawberries, soft creaminess, and umami-rich tomato. Lightly sparkling with a refined acidity, it's the perfect aperitif. Best served chilled in a wine glass, pairing beautifully with lobster, shellfish, or summer salads.



FADE TO BLACK

JUICY

RED BERRIES

EARTHY

SOFT TANNINS

RED & BLACK
CURRANTSCHAMOMILE
KEFIRPINE NEEDLE
KVASS

FIG LEAVES

INSPIRATION

Born from a desire for a juicy, high-acidity sparkling red with both energy and sophistication. A lively yet grown-up drink, it bridges the gap between playfulness and depth.

OUR BASE

A blend of black currant and red currant wine and chamomile flower kefir fermented with our unique pichia kluyveri yeast, great for producing tropical esters without the alcohol.

FERMENTATION LAYERS

We craft a kvass by lightly cracking caramel malt, steeping it in hot water, and fermenting it with a sourdough starter. Infused with pine needles and fig leaves from loakim's dad's garden, it adds a nutty, herbaceous depth.

RESULT

Dark red and effervescent, with a balance of tart currants, light tannins, and a subtle malted depth. Juicy yet structured, with an aromatic earthiness. Best served chilled, perfect with mezze or tartare.



MURI X THE FOUR HORSEMEN

SILKY

SAVOURY

PEPPERY

STILL

STEVNSBAER
SOUR CHERRIESBAY LEAF
WATER KEFIRICE CLARIFIED
TOMATO WATERBEETROOT & GREEN
PEPPERCORNS

INSPIRATION

A collaboration with Brooklyn's renowned Four Horsemen restaurant, known for its world-class wine list. Created with the late Justin Chearno, the beverage director of The Four Horsemen, this blend was designed to be wine-adjacent, complex, and food-friendly—offering non-drinkers the same sense of occasion.

OUR BASE

Built on Stevnsbær sour cherry wine, fermented with wine yeast to enhance depth and structure. Ice-clarified tomato water brings freshness and balance.

FERMENTATION LAYERS

Lacto-fermented beetroot deepens the savoury complexity with a touch of earthiness and salinity. Bay leaf and green peppercorn kefir contribute herbal spice and structure, reminiscent of Cabernet Franc's signature peppery notes. These layers bring depth and texture, balancing the vibrant fruit with a subtle umami character and a lingering, gently spiced finish.

RESULT

A silky, still red with ripe fruit upfront, balanced acidity, and an intricate savoury depth. Its light spice and rich mouthfeel make it a versatile food companion. Best paired with duck, root vegetables, or the Four Horsemen's iconic Toulouse sausage with prunes. Inspired by Cabernet Franc, it carries a similar balance of bright fruit, herbal spice, and savoury depth.



KOJI RICE SERIES 1

FLORAL

EARTHY

UMAMI

OFF DRY

KOJI RICE

MAHLEB

ICE CLARIFIED
TOMATO WATERSMOKED
LAVENDER

INSPIRATION

Inspired by traditional Japanese fermentation techniques, Koji Rice Series 1 showcases the complexities of koji fermentation. The blend pays homage to amazake, a sweet sake-like drink, and blends earthy koji rice with aromatic spices for a unique experience.

OUR BASE

Jasmine rice koji is mixed with cooked jasmine rice and hot water, triggering an enzymatic fermentation for 3-4 days with *Pichia kluyveri* yeast. After fermentation, the mixture is infused with mahleb, a spice derived from cherry pits, lending a vanilla-cinnamon and almond-like flavour.

FERMENTATION LAYERS

The lavender is cold-smoked over beechwood to enhance its herbal aroma without overpowering the taste. The smoked lavender is then infused into a water kefir, adding an elegant, slightly bitter note to the final blend. The combination brings depth without being too smoky.

RESULT

Light and unfiltered, Koji Rice Series 1 has a natural starchiness and acidity that create a delicate, compelling texture. The palate reveals hints of winter melon, enoki mushrooms, bright florality, and a subtle backbone of cinnamon and warm spices. Its complexity pairs beautifully with crunchy salads, rich desserts such as the classic Danish 'Risalamande,' or Hokkaido milk pudding. or enjoyed on its own.



WE MAKE OUR DRINKS OURSELVES

WE EXPERTLY MAKE EVERYTHING IN
SMALL BATCHES AT OUR BREWERY
AND SMOKERY IN COPENHAGEN.

WWW.MURI-DRINKS.COM

MURI
COPENHAGEN

GET IN TOUCH



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