

REFRAME

Enjoy cocktails with all of the buzz and none of the booze with THC-infused spirits.

Year Founded: 2024

Region: California

Founders: Jake MacDowell, Justin Buchanan, and Dylan Roukous

Known For: A groundbreaking, alcohol-free D9 cannabis-infused spirit that redefines the social drinking experience. With a mission to provide a refined alternative to traditional alcohol, Reframe delivers a subtle, refreshing buzz without the hangover, catering to consumers seeking a more balanced and health-conscious lifestyle.

-Organic-

Reframe is a premium, alcohol-free cannabis drink that provides an enjoyable buzz without the hangover. Reframe provides a similar buzzy experience that slowly builds and then tapers off over several hours. The biggest difference is that a shot of reframe has almost 80% fewer calories than spirits like Vodka or Tequila, with none of the next day grogginess, headaches, or dehydration!

Crafted from the finest natural ingredients, Reframe’s cannabis-infused formula creates an elevated, feel-good experience, offering a buzz that’s both enjoyable and controlled. The product is designed for those seeking an alternative to alcoholic beverages while still wanting to engage in social occasions in a way that feels celebratory.



Reframe Beverage Inc. was founded by Jake MacDowell, Justin Buchanan, and Dylan Roukous, a trio of beverage industry veterans with over a decade of experience. They first made their mark with the launch of Zest, a line of citrus vodkas that quickly gained popularity for their lower alcohol content and bold flavors. Building on their success, they identified the growing demand for alcohol-free alternatives and set out to create a product that speaks to the needs of modern consumers. Reframe is their answer—a premium, cannabis-infused spirit that lets people rethink the way they drink.



Tropical delta-9

A tropical escape in every sip—combining pineapple, mango, coconut, and sun-drenched fruit notes with a balance of sweet and tangy flavor. 10mg per serving.

	TROPICAL COCKTAILS	
	ISLAND GLOW 1 oz Reframe Tropical 3 oz Pineapple Juice 2 oz Coconut Water 2 oz Water (Flat or Sparkling) Garnish: Pineapple Wedge or Mint Sprig	MANGO CHILL 1 oz Reframe Tropical 3 oz Mango Nectar 2 oz Limeade or Fresh Lime + Water 2 oz Sparkling Water Garnish: Tajin Rim Or Lime Wheel



Citrus delta-9

Delivers a bold citrus flavor combination—bursting with orange, grapefruit, lemon, and lime. 10mg per serving.

	CITRUS COCKTAILS	
	CITRUS SPRITZ 1 oz Reframe Citrus 3 oz Fresh Orange Juice 1 oz Lemon Juice 3 oz Soda Water Garnish: Orange Peel Twist	GINGER DROP 1 oz Reframe Citrus 4 oz Ginger Beer 1 oz Lemon Juice 1 oz Water or Ice Melt Buffer Garnish: Candied Ginger or Lemon Slice



Mixed Berry delta-9

A bold berry flavor—rich raspberries and blueberries with a tart edge. Users describe it as "berry good" and pleasantly tart. 10mg per serving.

	MIXED BERRY COCKTAILS	
	BERRY BLISS 1 oz Reframe Mixed Berry 3 oz Cranberry Juice 2 oz Limeaid 2 oz Club Soda Garnish: Mint or Fresh Cranberries	BLACKBERRY SMASH 1 oz Reframe Mixed Berry 4 oz Muddled Blackberries 3 oz Lemonade 3 oz Sparkling Water Garnish: Blackberry Skewer or Basil Leaf