



Five years of DZJiNG: Belgian alcohol-free brand celebrates its anniversary with new summer flavour 'Pastiche' and a gold medal at the World Alcohol-Free Awards

An alcohol-free interpretation of the iconic pastis moment, made with ginger, lime, anise and Mediterranean botanicals.

What began five years ago as a leap into the unknown has grown into a Belgian brand that is steadily carving out its place in the alcohol-free category. Founded by Jeffrey Balrak, DZJiNG is marking its fifth anniversary with the launch of a new flavour: DZJiNG Pastiche, recently awarded a gold medal at the World Alcohol-Free Awards.

The latest creation is a distinctly summery alcohol-free drink made with ginger, lime and anise. It nods to the iconic French pastis, but has been completely reimaged in DZJiNG's signature style.





From a career in IT to a flavour adventure

Founder Jeffrey Balrak spent years behind a computer screen, working in IT. After being made redundant, he decided to take his career in a completely new direction and follow his passion: creating natural, characterful alcohol-free drinks.

The seeds of that adventure had been sown much earlier. As a child, he tasted his aunt's ginger lemonade, a Surinamese tradition. That family recipe would later become the inspiration for DZJiNG.

The brand officially launched in 2021 with its first range of organic ginger blends, made with fair-trade ingredients and designed as a base for both refined mocktails and warming infusions.

Since then, DZJiNG has grown into a brand increasingly discovered by people who value alcohol-free drinks with genuine depth.

The feeling of pastis, reimagined

With DZJiNG Pastiche, the brand pays tribute to an iconic summer moment: enjoying a pastis on a sun-drenched terrace in the South of France.

The name Pastiche was chosen deliberately. In the art world, a pastiche is an interpretation of, or tribute to, an existing work. That is exactly what DZJiNG does here: translating the quintessential pastis experience into an entirely new alcohol-free taste experience.

*“With DZJiNG Pastiche, we pay tribute to that quintessential summer moment.
Not by copying it, but by reinterpreting it in our own way.”*
— Jeffrey Balrak, founder of DZJiNG

The new flavour combines anise with a refined blend of botanicals including liquorice, orange, mint and rosemary. Paired with DZJiNG’s distinctive ginger-and-lime base, it creates a layered flavour that feels at once familiar and surprisingly new.

*“Anise instantly evokes
a feeling of summer.
By pairing it with
ginger, lime and
Mediterranean botanicals,
we created something
both familiar and new,
without leaving
alcohol feeling missed.”*



The inspiration for this flavour came from one of Jeffrey’s personal memories: an artisanal pastis he once tasted at a small B&B on his way to the South of France.

“It was a locally made pastis with far more complexity than the familiar brands. That experience stayed with me and ultimately became the foundation for this creation.”

Five years of building flavour

The anniversary is an important milestone for the brand. Over the past five years, DZJiNG has distinguished itself through a clear focus: 100% natural ingredients and approachable, refined flavours in balance. Wherever possible, DZJiNG also chooses fair-trade ingredients, including fair-trade cane sugar and ginger.

That approach has not gone unnoticed. DZJiNG Pastiche was recently awarded a gold medal at the World Alcohol-Free Awards, an international competition for alcohol-free drinks. The brand has also been recognised by a leading organisation that places DZJiNG among the top 4% of more than 8,000 alcohol-free drinks assessed worldwide.

“For five years, we have been building flavours that are surprising and complex, yet remain approachable. To me, this anniversary edition feels like the crowning achievement of that work.”
— Jeffrey Balrak



Alcohol-free, full of character

Demand for alcohol-free alternatives is growing rapidly. Where consumers once mainly looked for a substitute for alcohol, they are now increasingly seeking a complete and rewarding flavour experience.

Particularly during the summer months, demand rises for refined, refreshing alcohol-free drinks that fit naturally into social occasions.

DZJiNG responds to this shift deliberately.

“There is tremendous momentum in alcohol-free drinks today, and ginger often plays a role thanks to its spicy character, which brings extra tension and excitement. We are uncompromising about flavour: 100% natural, made with fair-trade ingredients and created to be genuinely enjoyed.”

With DZJiNG Pastiche, the brand does not simply aim to imitate something else, but to create a new reference point for alcohol-free summer drinks.



About DZJiNG

DZJiNG is a Belgian brand developing natural drinks based on ginger and lime. Its blends are certified organic and made with fair-trade ginger and cane sugar.

The drinks can simply be diluted with still or sparkling water and provide a versatile base for mocktails, hot infusions, lemonades and culinary applications.

The products are available from Oxfam World Shops, delicatessens, organic shops, concept stores, selected drinks retailers and online at www.dzjing.be.

A 500 ml bottle of DZJiNG Pastiche retails for €23.50.

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