

ABOUT US

OUR BLENDS REIMAGINE THE WINE OCCASION



OUR STORY

Murray Paterson founded Muri in 2020 after working as a distiller at the groundbreaking Empirical Spirits distillery in Denmark. Ioakeim Goulidis then joined after a spell at the Noma Fermentation Laboratory.

Muri is inspired by - and a product of - the gastronomic community in Copenhagen, particularly the city's expertise in fermentation. We use culinary techniques and unusual ingredients to create blends with real craft and story.

We are fixated by flavour development and changing perceptions around the No & Low space.

OUR APPROACH



FERMENTATION

Fermentation is our starting point. Wine is a fermented drink, so it makes sense that fermentation is the foundation of what we do. Many No & Low producers shy away from fermentation as it naturally creates alcohol, but our expertise in layering together varied types allows us to bring the funk without the ABV.

Copenhagen has become the centre of fermentation knowledge in global gastronomy, and we draw on our experience here to showcase different types for different purposes.

TECHNIQUE

Many brands rely on lots of ingredients to make liquids interesting, but we go way, way further. Technique is our point of difference. Rather than simply making a kombucha or infusion, we might use special cultivated yeasts, kefir grains, and sourdough starter as separate cultures within the same drink.

We use techniques like dry carbonic maceration, wood smoking, and lacto fermentation to boost flavour and texture. We forage and dry our own herbs. We grind our own malt. We freeze-thaw tougher fruits to break down fibers. We blanch and toast botanicals. If we can extract flavour by applying technique, we do it.



BLENDED

Murray's experience as a distiller at Empirical Spirits taught him the value of blending drinks. He learned to view the composition of a drink much like the composition of a dish. At Muri we use different liquids for specific purposes relating to taste and structure. We carefully piece these together to build up layers of flavour, funk, and complexity.

As a wine or cidermaker does, elements are used for acidity, tannin, body or structure. We believe that you cannot replicate the complexity of wine in non-alc drinks without blending.



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