

WHISKY:EDITION

Whisky reviews. Since 2022.



Rebels 0,0 Malt Blend

The Swiss from Freespirited have proclaimed the "Cheers Revolution" with their 0.0% Malt Blend, an initiative for alcohol-free alternatives to popular spirits, ideal for festive occasions when the desire for alcohol is lacking. This cutting-edge concept pursues absolute individual freedom in beverage selection. The noble aim of creating an alcohol-free option for "whisky-based long drinks" is intriguing, even though it's not a whisky but rather an innovative alternative with malt distillate.

TYPE	COUNTRY	DISTILLERY	AGE
Blended Malt Whisky	Switzerland	Freespirited Drinks AG	NAS
PRICE/LITER			
59.80 €/l			

TASTING NOTES

NOSE

The initial impression through the scent is overwhelming, though not necessarily in a pleasant way. A bold mix of perfumed cherries and artificial fruit caramel hits you. The aroma is more reminiscent of an artificial cocktail than a subtle spirit. A hint of spiced wine based on red fruits influences the senses, accompanied by distinct notes of cinnamon, orange, and a subtle hint of cloves.

PALATE

On the palate, the immediate lack of viscosity is noticeable. Without any texture, it clearly feels like water. Here, the botanicals dominate—primarily orange and clove. There's an idea of caramel and a slight tingling spiciness on the palate.

FINISH

The finish is minimal – what remains is a distinctly ginger-based sharpness.

THOUGHTS

MARCEL

If you're looking for an alcohol-free whisky experience, you'll be disappointed here – Rebels 0.0 Malt Blend feels more like a sweet cocktail substitute without any soul. Neat, the drink comes across as artificial and hollow, and the high price doesn't help. For me, it remains more of a gimmick than genuine drinking pleasure.

SASCHA

The structure of Rebels 0.0 Malt Blend is completely lacking; the balance between aroma and flavor feels uneven and artificial. Especially the absence of viscosity and the dominant, synthetic fruit note prevent it from being an authentic whisky alternative. The price-performance ratio and marketing claims bear no meaningful relation to the sensory experience.

RATINGS

MARCEL 1/100 Simply cheeky	SASCHA 1/100 Simply cheeky	VALUE FOR MONEY 0/5 No rating
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