

# Polsinelli Represents Ritual Zero Proof Non-Alcoholic Spirits in its Acquisition by Diageo North America

**KANSAS CITY** (September 26, 2024) Polsinelli congratulates its client Ritual Zero Proof Non-Alcoholic Spirits ([www.ritualzeroproof.com](http://www.ritualzeroproof.com)), on its acquisition by Diageo North America. Since its launch in 2019, Ritual has grown to become the number one non-alcoholic spirit brand in the United States.

Diageo is well positioned to build on Ritual's already strong position with its significant presence in the non-alcoholic category. More information about the acquisition can be obtained from Ritual's [announcement](#).

The Polsinelli Venture Capital and Emerging Growth Companies team involved in the transaction included Chris Simpson, Zack Strange and Claire Dugard.

## About Polsinelli

Polsinelli is an Am Law 100 firm with more than 1,000 attorneys in over 20 offices nationwide. Recognized as one of the top firms for excellent client service and client relationships, Polsinelli is committed to meeting our clients' expectations of what a law firm should be. Our attorneys provide value through practical legal counsel infused with business insight, offering comprehensive corporate, transactional, litigation and regulatory services with a focus on health care, real estate, finance, technology, private equity and life sciences. Polsinelli PC, Polsinelli LLP in California, Polsinelli PC (Inc) in Florida.