

# Synthetic alcohol pioneer Alcarelle has changed its name to GABA Labs

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London, UK. Jan. 04, 2021 – British-based, Drink Ingredient developer Alcarelle is a pioneer in the alcohol alternative space, designing a product that aims to be “better than alcohol”, allowing people to experience all the benefits but without use of ethanol.

Today the company announced they’re rebranding, and will operate as GABA

Labs. This name change reflects the company’s evolution and focus – increasing their product offerings and communicating to a wider audience, says Managing Director of GABA Labs David Orren.

At the same time, GABA Labs is expanding into the Botanical Spirits and Alcohol-

Free beverage market with the launch of their subsidiary company – The Social

Drinks Company (TSDC). During January, The Social Drinks Company will enter the consumer beverage market with their first Botanical Spirit, Sentia\*.

“With roots in advanced molecular and neuroscience research, our company is committed to delivering breakthrough ingredients that will revolutionize the spirits

market as we know it today. After five years of research and technological advances,

we are excited to announce the evolution of Alcarelle to GABA Labs and the launch of a brand-new company, The Social Drinks Company (TSDC). We are ready to bring much needed innovation to the adult social drinking beverage industry”, says Orren.

GABA Labs is a pioneering, science-driven company, known for its discovery and

development of a patentable alternative to alcohol called Alcarelle.

The GABA Labs scientific team includes experienced senior scientists with wide-ranging disciplines, and is supported by a Scientific Advisory Board drawn from industry and scientific research. The business side is led by Managing Director David Orren, who brings 30 years' experience launching disruptive innovation into international markets.

The Social Drinks Company (TSDC) is launching their first commercial Botanical Spirit named Sentia in January 2021. Sentia is currently available in the UK by pre-order exclusively on their direct-to-consumer site [www.sentiaspirits.com](http://www.sentiaspirits.com).

For more information about the name change or to learn more about GABA Labs please

visit: [www.gabalabs.com](http://www.gabalabs.com)

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## Company Contact:

### [Alcarelle Ltd](#)

T. +447914223691

E. [david.orrren@alcarelle.com](mailto:david.orrren@alcarelle.com)

W. <https://www.alcarelle.com>

## Additional Contact(s):

David Orren

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## Additional Assets:

2page investment infographic

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