

Non-Alcoholic Distilled Spirits

and their Effect on Mixology



The Emergence of Sober Movements

- Sober Curious Movement
 - A conscious effort to reduce or eliminate one's alcohol consumption
 - A growing trend of normalizing and celebrating being sober
 - Includes the "Dry January" and "Sober October" movements, two ever growing month-long celebrations of selective sobriety
 - A challenge to dominant drinking culture
- De-stigmatization of Sobriety
 - No longer a term strictly related to recovered alcoholics

52% of Americans are currently trying, or have tried, to reduce their alcohol intake.

Non-Alcoholic Distilled Spirits

- Distilled in the same fashion as gin or other spirits, but without the alcohol!
- Popular Products/Brands
 - Seedlip
 - Ceder's
 - Suendran & Bownes Edition Zero: Labdanum
 - Whissin
 - Stryk
- Scan the codes below to learn more!



Sober Bars

- Exactly what it sounds like – a bar with no alcohol!
- Maintain the social expectation of a night out but cater to the sober curious crowd
 - Dim lights, music, bartender performance, mixology
- Many started as pop-up establishments to serve the "Dry January" crowd, but ended up staying due to popularity
- High demand from the younger generations such as Millennials and Gen Z

The Impact of Sober Bars & Movements

- As younger generations become increasingly aware of the health implications of excessive alcohol consumption and the sober curious movement grows, sober bars and movements become more necessary
- Sober bars and alternative spirits can provide recovering alcoholics, the health conscious, designated drivers, pregnant women, religiously-limited, and other non-drinkers the opportunity to "drink" in peace
- Eliminates the societal pressure that often accompanies alcohol while still providing the experience
- The sober movement is also a relatively new & untapped revenue opportunity in the food and beverage industry that has the potential to be extremely lucrative in the coming years

43% of the drinking age public does not drink: 28% no longer partake, and 15% never have.

Mixology & Recipes

- The world of Mixology has been greatly affected by the sober curious movement as mixologists have been presented with new ingredients for crafting drinks. Listed below are some recipes for non-alcoholic cocktails using some of the spirits listed above. While the following examples reflect more creative drinks, non-alcoholic spirits can easily be enjoyed in a more classic/traditional cocktail, neat, or on the rocks.

Nogroni

- Seedlip Spice 94: 1oz
- Æcorn Bitter: 1oz
- Æcorn Aromatic: 1oz
- Garnish w/ Orange slice or wedge
- Build over ice and stir



Ceder's Collins

- 50ml Ceder's Crisp
- 10ml Lime juice
- 10ml Elderflower cordial
- 5 Droplets Rosemary Non-Alcoholic Bitters
- Top with Soda water
- Build in glass
- Garnish with Rosemary and Mint



Ceder's On The Beach

- 65ml Ceder's Wild
- 50ml Cranberry juice
- 5ml Melon Syrup
- 7.5ml Lemon juice
- Method
- Build in glass



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