

EXPERIENCE HIGHLIGHT

SPIRIT FREE BARS/ BEVERAGES

"SPIRIT FREE" IS A WAY OF IMPLYING THAT REMOVING THE PRESENCE OF ALCOHOL IS AN EMPOWERING, POSITIVE CHOICE INSTEAD OF A SACRIFICE OR A COMPROMISE

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INFORMATION DECK OUTLINES:

- 1 WHAT SPIRIT FREE BARS/ DRINKS ARE, WHO THEY ARE FOR, AND WHY WE SHOULD GET ON BOARD
- 2 IDEA LIST FOR CREATIVE BEVERAGE CONCEPTS/ BEVERAGE INTERACTIONS
- 3 IMAGERY FOR BAR SETUP INSPIRATION
- 4 BAR/ BEVERAGE STATION SETUP & DÉCOR ITEM SUGGESTIONS WITH VENDOR LINKS



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SPIRIT FREE BARS

non-alcoholic
spirits &
craft beverage
experiences



SPIRIT FREE BARS

IN OUR CC & CA ENVIRONMENTS

Creatively crafted cocktail & "Spirit Free" bars are on the rise in popularity

Unique and interactive alcoholic beverages that are composed of:

- Fresh ingredients/ herbal infusions/ unexpected flavor combinations/ non-alcoholic elixirs
- Eye-catching colors & chemical reactions
- Fun garnishes and interesting service vessels & glassware
- mixology demonstrations & guest interactive experiences

... are just a few examples of where the beverage trends are currently at, and the direction they are continuing to head in

Clients often ask for the same types of beverages because it is what they are used to as planners.

Coffee, lemonade, iced tea, soda, and so on.....

Creating Spirit Free alternatives to the standard requests, truly elevates the guest experience and can potentially generate more revenue based on the type of sell

It is important that we keep up with this trend and craft our own non-alcoholic beverage experiences and recipes to reach our entire guest audience



SPIRIT FREE DRINKS

WHAT ARE THEY?

Spirit-free drinks are any variety of fun and refreshing non-alcoholic drinks made of various distinct ingredients. "Spirit free" is a way of implying that removing the presence of alcohol is an empowering, positive choice instead of a sacrifice or a compromise

SPIRIT-FREE DRINKS

The emerging term for what many of us have called mocktails, virgin cocktails or, more simply, non-alcoholic drinks

THE TERM 'MOCKTAIL' EVOKES NEGATIVE FEELINGS

- The word is merely the combination of 'mock' and 'cocktail'
- Disappointment is implied when making a "mockery of a cocktail", since it isn't 'real'

ANOTHER WORD WE SHOULD AVOID IS: "SOBER"

- We shouldn't make the assumption that people are sober in their lifestyle
- We're shouldn't use terminology that implies that there's a right or wrong way to be, in order to avoid accidentally condemning anyone

THE BEST NONALCOHOLIC SPIRITS/ RECIPES....

- Have good balance, that can stand up to being mixed
- Deliver more than just an overly flavored or watered down experience
- Have to hit more flavor receptors when alcohol is not included

SPIRIT FREE ELIXIRS AND RECIPES DON'T ALWAYS TRY TO MIMIC THE TASTE OF ALCOHOL OUTRIGHT

- A lot are intended to offer a different experience
- However, if you're looking for a direct replacement, there are many alcohol mimics out there, including faux gins, whiskies, rums, and tequilas



SPIRIT FREE DRINKS

WHO ARE THEY FOR?



Who are Spirit Free drinks for?

Simply put, everyone...

As recently as a decade ago, "non-drinkers" were relegated to sodas, juices, and sparkling waters

Aimed at the growing number of people exploring sobriety, bars are aiming to pour adult drinks like craft cocktails without the booze

People may choose a nonalcoholic drink for a host of reasons including:

- Sobriety as a lifestyle
- Avoiding alcohol for medical/ health reasons
- Religious beliefs
- Pregnancy
- Driving home/ responsibility with impairment potential
- Time of day
- Age
- Selectivity in social interactions such as work gatherings
- Sometimes you just don't want to drink alcohol
- ... Or just wanting to avoid a hangover...

SPIRIT FREE DRINKS

WHY SHOULD WE GET ON BOARD?

EASE IN CREATION

You don't need to be a mixologist to enjoy making Spirit Free drinks. They're either ready to serve or need just one mixer, such as tonic or ginger ale. The minimal effort is part of the appeal of a bottled drink

ELEVATED EXPERIENCES

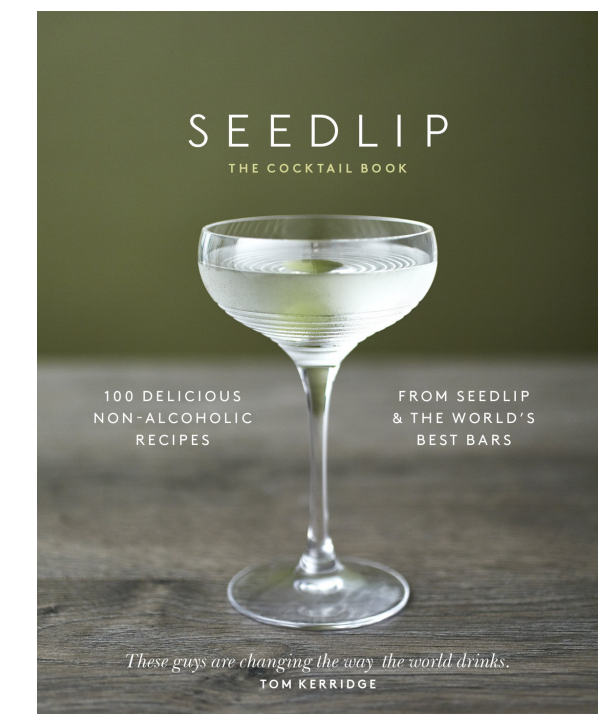
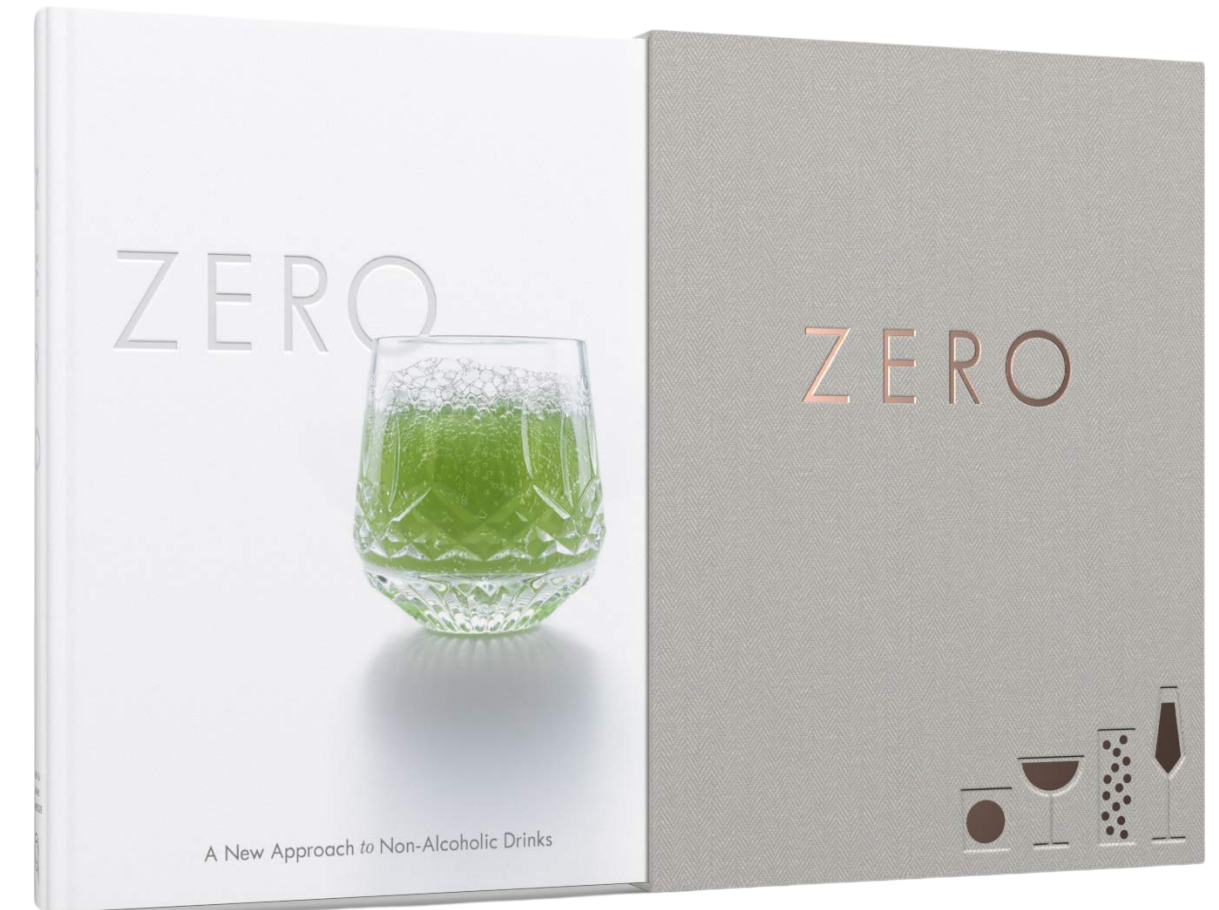
If you fancy yourself a mixologist, many companies offer their own recipes for mixed drinks made with their spirits. Several nonalcoholic cocktail books can help with more advanced preparations

THE SPIRIT FREE/ CRAFT BEVERAGE "TREND" IS NOT GOING AWAY

The general movement in the cocktail world has been towards better ingredients, fresh juices, house-made syrups, but all in the realm of alcoholic beverages. Now is the time for us to take a step back and look at the beverages we are creating with the incredible teas, syrups, juices, herbs, etc. that we now have on hand to see how we can take care of our guests who do not drink alcohol

SPECIAL & UNEXPECTED

A nonalcoholic drink shouldn't be a compromise. Include beverages that look beautiful and wouldn't feel out of place on a bar cart, served at a social event or placed on a dining table. They should be an appealing option at a party or meal—markedly different enough from the soda, juice, or seltzer you might enjoy more regularly



SPIRIT FREE DRINKS

FROM A BUSINESS STANDPOINT...



Alcohol-free bars might have better margins, if they're successful in convincing their customers to shell out the money for craftsmanship

Particularly in our Convention Center and Cultural Attraction environments, Spirit Free bars and hosted offerings have the ability to be sold more heavily during the daytime

Even without the alcohol, the drinks at specialty bars are not much cheaper than their booze-filled counterparts

- It's the same idea around vegan or vegetarian food, where people argue the expense is just the meat
- Alcohol is the simplest thing to create a drink around. In order to make a nonalcoholic drink that's exciting and complex, it requires more work

Abstinence challenges like Dry January

- Interest in health and wellness are behind the trend

Last year, alcohol consumption in 10 key markets — including the U.S., Germany, Japan and Brazil — fell 5%.

- Consumption of low- and no-alcohol drinks rose 1% in that same time period

Alcohol still far outsells low- and no-alcohol drinks

- Drinkers in those key markets consumed 9.7 billion 9-liter cases of alcohol in 2020, compared to 292 million 9-liter cases of low- and no-alcohol beverages.
- However, global consumption of low- and no-alcohol beer, wine and spirits is growing two to three times faster than overall alcohol consumption

An explosion of new products is also fueling sales

- There are drinks from smaller makers like Chicago's Ritual Zero Proof — which opened in 2019 and makes no-alcohol whiskey, gin and tequila
- Big companies like Anheuser-Busch, have introduced alcohol-free Budweiser Zero

SPIRIT FREE BRANDS

TOP RATED

The nonalcoholic beverages category is huge, varied, and expanding rapidly – with over 40 new products in 2022

Best Overall:

Seedlip Garden 108 Non-Alcoholic Spirit

Best Whisky Inspired:

Spiritless Kentucky 74

Best Tequila Inspired:

Ritual Tequila Alternative

Best Rum Inspired:

ArKay Alcohol-Free Rum

Best Gin Inspired:

Monday Zero Alcohol Gin

Best Budget:

Curious Elixers No. 1 Booze-Free Cocktail

Best Aperitif:

Proteau Zero-Proof Botanical Drinks

Best Campari Substitute:

Lyre's Italian Orange Non-Alcoholic Spirit

Best for N/A Negroni:

AMASS Riverine Distilled Non-Alcoholic Spirit

Best for a Spritz:

Ghia Non-Alcoholic Aperitif

Best Sparkling Substitute:

TOST All-Natural Alcohol Free Sparkling Beverage

Best Canned:

Kin Spritz by Kin Euphorics



SPIRIT FREE DRINKS

FAQ'S

HOW DO YOU DRINK N/A SPIRITS (ROCKS, SOLO, MIXED)?

It depends on the spirit. Some are meant to be mixed into cocktails to add that bite, while others are elegant enough to be sipped neat or on the rocks.

HOW ARE N/A SPIRITS MADE?

Many nonalcoholic spirits are made in the same process as alcoholic spirits before undergoing a secondary process to remove the alcohol. Some nonalcoholic spirits are also fermented (a la kombucha).

ARE N/A SPIRITS THE SAME PRICE AS REGULAR SPIRITS WITH ALCOHOL? WHY ARE THEY SO EXPENSIVE?

Even though nonalcoholic spirits do not contain alcohol, they often still undergo a similar production process. Add to that the costs of development, staffing, shipping, raw materials, and other business expenses—often undertaken by comparatively small operations—and it becomes clear why they're not priced like juice or soda.

EXPIRATION DATES:

Unlike higher-proof spirits, many nonalcoholic drinks have a short shelf life. Lyre's will expire after 12 weeks, while Ghia must be consumed 4 weeks after opening. If you're not one to sip these quickly, consider purchasing a bottle with a longer shelf life.

HEALTH NOTE:

Many of these drinks contain herbal extracts and come with health warnings for people who are pregnant, who are taking certain medications, or who have other medical concerns. Before you consume any of them, we recommend checking a brand's FAQ. Health advisories have been added to drinks that contain a trace amount of alcohol less than 0.5% ABV (alcohol by volume), which is about as much alcohol as kombucha contains. It's very little, but it's still a residual amount if you are in recovery or can't consume alcohol for medical reasons.

WHAT MAKES A GOOD NONALCOHOLIC DRINK?

A great nonalcoholic (NA) drink has all of the elements of a great alcoholic one. Taste is deeply personal, but there are key components that make a drink feel balanced, namely a harmonious blend of acidity, sweetness, bitterness, salinity, and water. These layers of flavor play off one another/

The trick is to create that nuance without using alcohol as a base. Alcohol has a signature burn—difficult to replicate—that helps slow down the drinker. Bitter, sour, or spicy flavors can achieve a similar effect.

SINGLE-SERVING, OR “READY TO DRINK” (RTD), NONALCOHOLIC COCKTAILS COME PREMADE WITH MIXERS AND SOME ADDED SWEETNESS

As this category has grown, some companies have started to offer both bottled and premixed versions of their drinks. The RTD option can be an easy entry point for people looking to explore nonalcoholic options.

Bottled nonalcoholic beverages are made to be shelf-stable when left unopened, so they often lack the brightness of a just-made cocktail. Adding some freshness to it with your own ingredients is very important. Adding simple garnishes, such as fresh juice or herbs—a grapefruit wheel, a sprig of mint, a squirt of lime.

BEVERAGE CONCEPTS

CATALOG OF
IDEAS



EXPERIENCES FOCUSED ON...

1

INTERACTION

All of these proposed beverage concepts have the focus of guest interaction in common by providing an experience that allows guests to pour & mix or view & taste the unique beverage concoction process.

2

PRESENTATION

Whether it's the drink that is eye-catching or the way the drink is made or dispensed, focus on the visual impact is something to consider when designing a fully rounded beverage experience.

3

TECHNOLOGY

We have all seen the portable home version for creating your own carbonated beverages. Soda Streams have been around for years. With the increased popularity of nitro cold brew coffee, nitro mini kegs have been created for this purpose but can be used for lots of chilled beverage types.

4

TRENDS

The rise in popularity of mixology & chemistry inspired cocktails, craft spirit-free beverages, cold brew coffee & unique beverage presentation has been trending, and is forecasted to continue for quite some time. Simple or complex recipes can be incorporated depending on event function details.

FEATURED BEVERAGE CONCEPTS

Overview

SIPHON INFUSIONS

Designed to pour liquid over solid flavoring content located in center of siphon device. The "drip" results in a beverage that has been infused/ flavored with center ingredient

NITRO MINI GROWLERS

Designed to serve nitro cold brew coffee, these mini-keg dispensers can serve any chilled nitrogen forced beverage

SEPARATORY FUNNEL BEVERAGES

A different kind of beverage dispenser = a different kind of guest experience. Using these laboratory originated funnels creates an impressive visual impact

COLOR CHANGING BEVERAGES

Butterfly Pea is a flower that when steeped/ infused with a base liquid, will change from a blue tinted liquid to a magenta colored liquid with the addition of acid

FRESH SQUEEZED JUICE BAR

Freshly squeezed orange juice is a Levy Standard. Having an attendant hand pressing fresh juice on demand for guest consumption is not only a great interactive option but unexpected in high volume atmospheres



SIPHON INFUSIONS

Beverage Examples

FLAVOR INFUSED
WATER



FLAVOR INFUSED
SPIRITS & ELIXIRS



COLD DRIP
COFFEE



HERB INFUSED
JUICES/ COLD TEAS



MINI NITRO GROWLERS

Beverage Examples

NITRO COLD BREW
COFFEE



NONCARBONATED
SPIRIT FREE
BEVERAGES



CHILLED
WHITE WINE



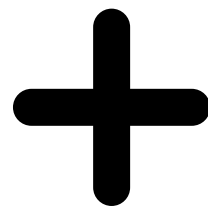
BATCHED
COCKTAILS



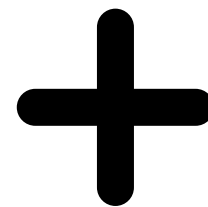
SEPARATORY FUNNELS

Display Examples

GLASS CHEMISTRY
SEPARATORY
FUNNEL



GLASS FUNNEL
STAND



FILTERED ALCOHOLIC
OR SPIRIT FREE
BEVERAGE



DEMONSTRATIVE OR
IMMERSIVE
EXPERIENCE



COLOR CHANGING BEVERAGES

Beverage Examples

HOT TEA/
WARM BEVERAGES



LEMONADE/
SPIRIT FREE
BEVERAGES



SLUSHIES/
FROZEN
BEVERAGES



CRAFT COCKTAILS/
SPIRIT FREE
BAR SERVICE



FRESH PRESSED JUICE BAR

Setup Examples

CUSTOM LABELS
ON JUICE BOTTLES

JUICE
HAND PRESS

BAR FRONT
FOR SERVICE

PRE-BOTTLED
QUANTITY
FOR FAST SERVICE



BARS & BEVERAGE STATIONS

SUGGESTIVE
SETUP & DISPLAY
IMAGERY



SPIRIT FREE BAR INTERACTIONS

EXAMPLE IMAGERY



BAR/ MIXOLOGY CART

MOBILE OR STATIONARY CONCEPT



BACK BAR PROPPING

IMAGERY EXAMPLES



POP-UP BAR/ "SPIRIT FREE" LOUNGE

PORTABLE BAR FRONTS, BACKS & MISC. FURNITURE



CONVEYOR BELT SERVICE

SPIRIT FREE BAR INTERACTION



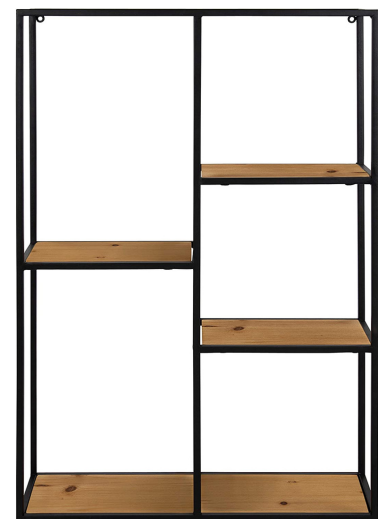
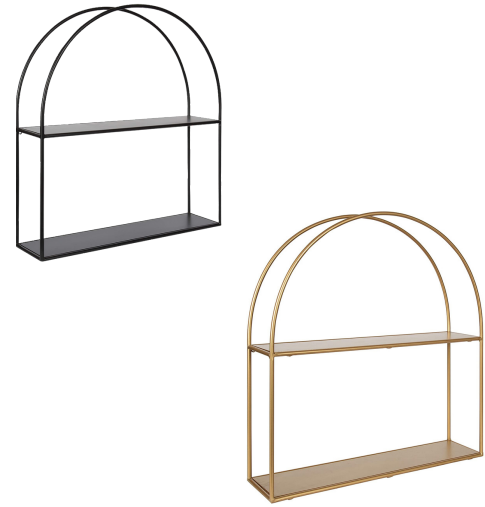
BARS & BEVERAGE STATIONS

SUGGESTIVE
SETUP & DISPLAY
ITEMS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



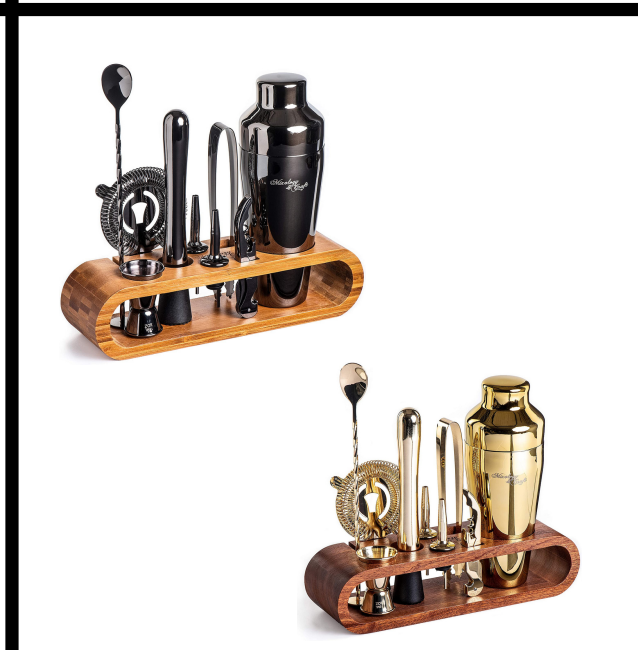
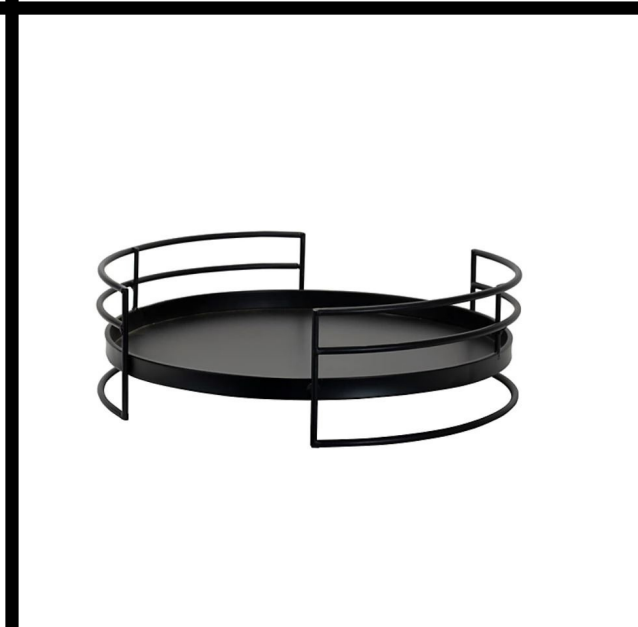
SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



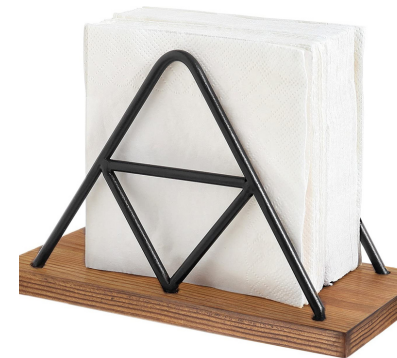
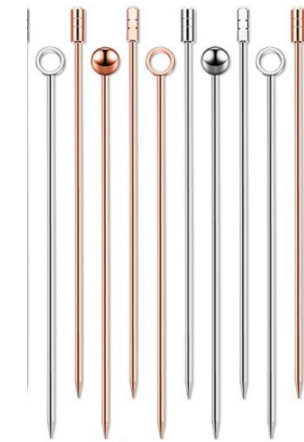
SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS

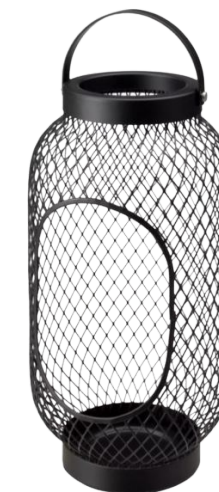
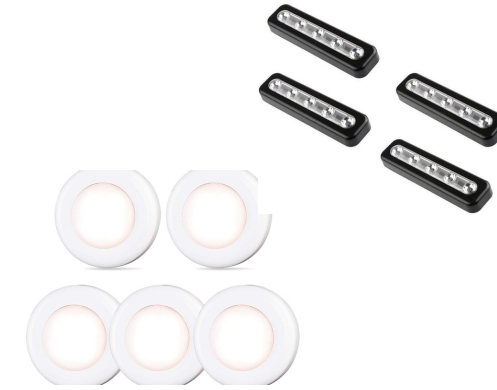


LET'S DO
A LITTLE
DAY
DRINKING



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS



SETUP, SERVICE & DISPLAY ITEM EXAMPLES

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