

Sober Curious

Monique G. Studak



Monique@ThirstForKnowledge.me



INTRODUCTIONS & EXPECTATIONS

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AGENDA

- Introductions & Expectations
- Review America's Current Drinking Habits
- Define Sober Curious
- Investigate Beverage Offerings & How They Are Made
- How to integrate this information

- Q&A



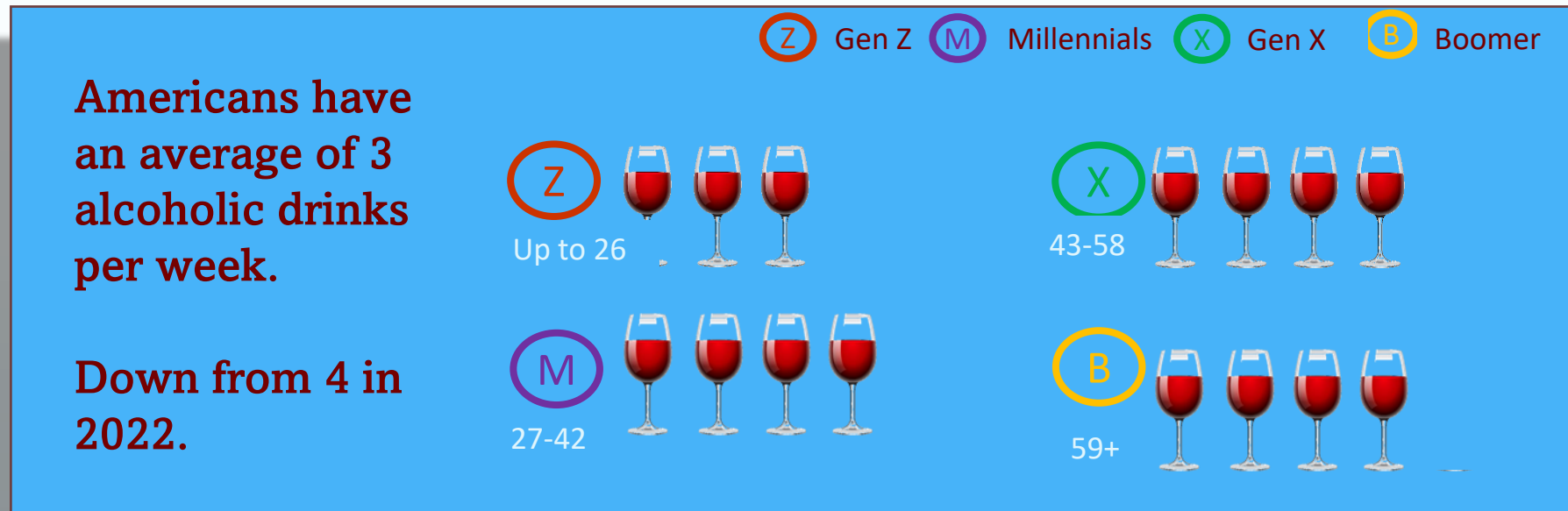
LEARNING OBJECTIVES

During this session, attendees will learn to:

1. Understand the variety and styles of NoLo beverages in marketplace at a high level.
2. Speak to the advantages of incorporating various NoLo options into your events.
3. Activate this knowledge to elevate the customer experience & increase your revenue



AMERICA'S DRINKING HABITS



AMERICA'S DRINKING HABITS

41%

Are trying to Drink Less in 2024

✓ 49%

Those looking to reduce consumption



Millennials

✓ 56% Just don't want to drink

✓ 1 in 3 For their health

↑ 86%
Over 2021



WHO ARE THE SOBER CURIOUS?

“Individuals becoming more mindful of their alcohol consumption without necessarily committing to complete abstinence.”

#Sobercurious/Sober Tok



NACE Experience
Conference for Catering and Events

SOBER CURIOUS HABITS

- ✓ Trade to lower-proof drinks.
- ✓ Cut down on overall alcohol consumption.
- ✓ Take extended breaks from alcohol.
 - Dry January
 - Sober October



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25% Of legal-aged US adults that skipped alcohol Jan 2024.

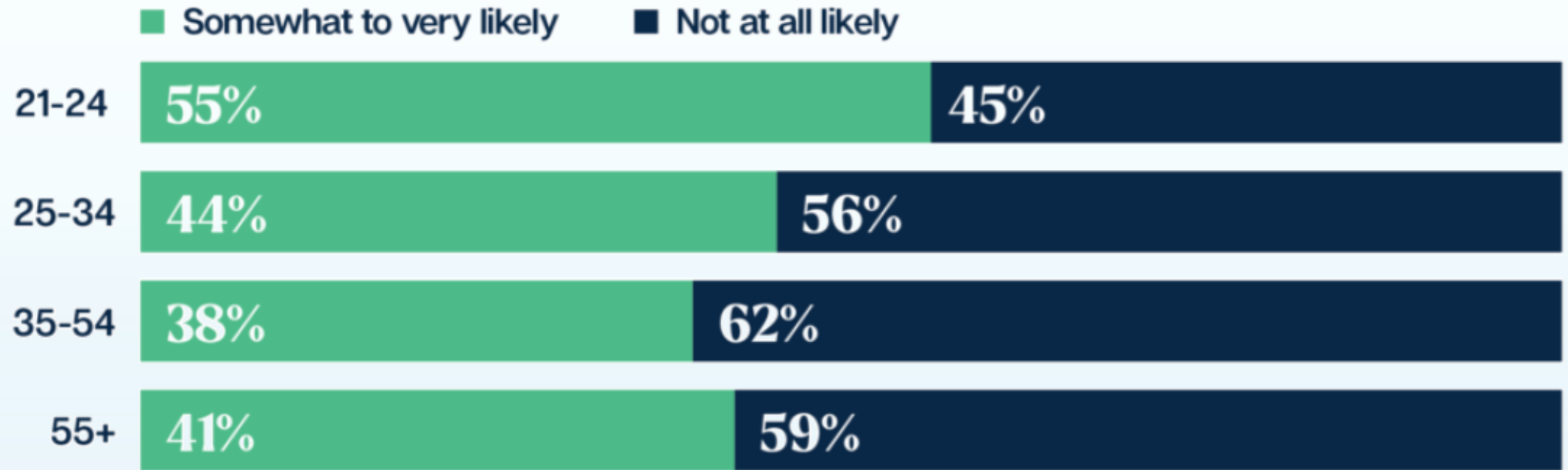


16% in 2023



SOBER CURIOUS HABITS

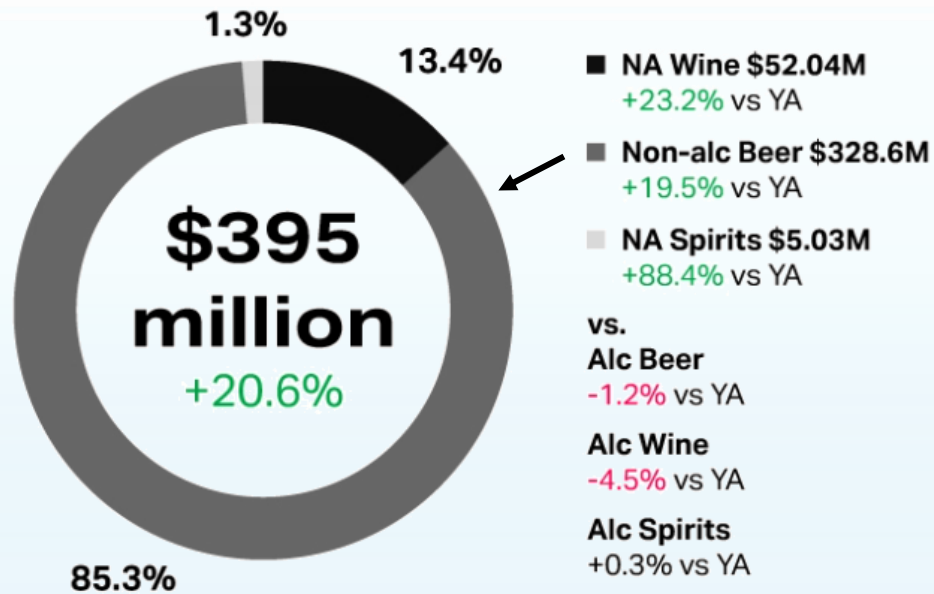
How likely are you to participate in Dry January 2024?



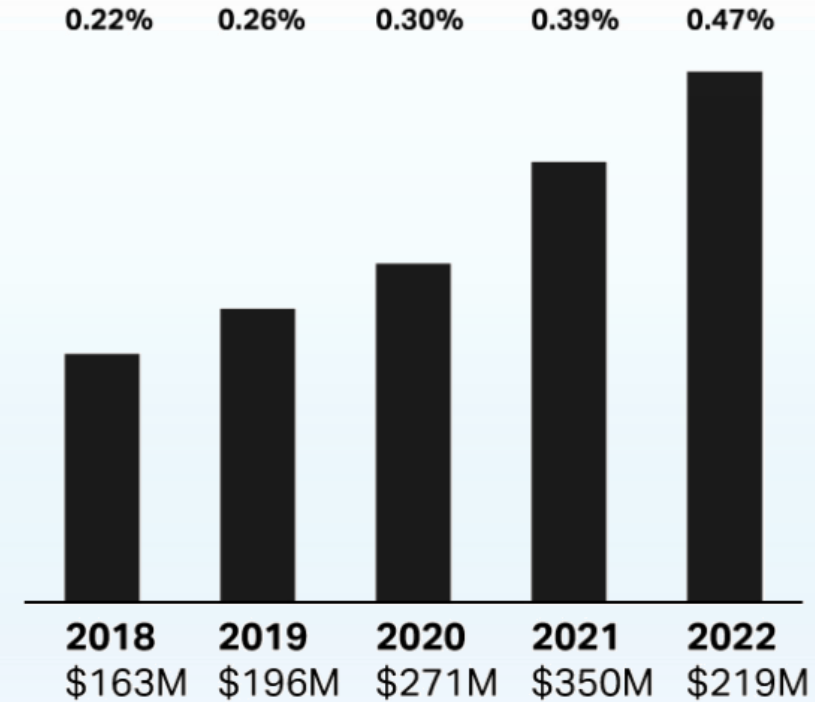
NON-ALCOHOLIC SALES TRENDS

Share of non-alc category

L52 W/E 8/20/2022



Non-alc share of total alcohol



Expected to grow to **4%** by 2027
IWSR



TESTIMONIALS

“We used to carry only two, but now we have upwards of five in a variety of flavors”

Co-owner Kyle Schrage at Beard & Belly bar and restaurant in Chicago

“We now stock close to 30 SKUs, but that number is changing weekly.”

Oliver’s Market grocery chain in northern California

“I have nearly 60 different NABs are already available but expect to increase substantially this year as new brands enter the market.”

Kyle Thruston, GM at Cheers Liquor Mart in Colorado Springs



NON-ALCOHOLIC SALES TRENDS

64% of non-alcoholic growth was driving
2023 by **additional** purchases, not
replacement of alcoholic beverages



82%
of non-alc buyers are
purchasing
alcohol-containing
beer, wine, or spirits

Whether you call it mindful drinking or conscious consumption, the low- and no-alcohol category is expected to grow by **31% worldwide by 2024**, as more people adopt organics and a healthier lifestyle.

Wine Enthusiast



WHY DO WE CARE?



WHY INCORPORATE NOLO OPTIONS?



\$
SALES



Promotes Inclusivity & Encourages Moderation

UNDERSTANDING THE CATEGORY



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“NoLo” BEER, WINE OR SPIRITS

Low Alcoholic



Wine

- >11% ABV

Spirits

- >20% ABV

Beer

- 2-3% ABV

Non Alcoholic



- > 0.5% ABV
- > 1.2% ABV if based on a fermentation product.



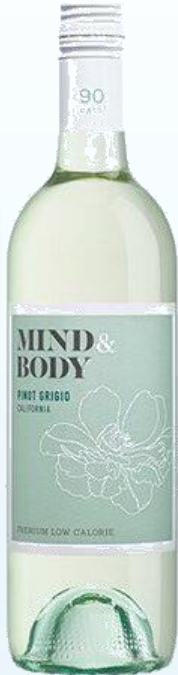
LOW ALCOHOL



3.9%



6%



9%



9%



18%



11%



NO ALCOHOL

FLUÈRE



PRODUCTION: WINE

“Natural Method”

- ❑ Early Harvesting

Spinning Cones

- ❑ A combination of centrifugal force and nitrogen gas to separate and preserve a wine's essential flavors and fragrances during the dealcoholizing process.

Reverse Osmosis

- ❑ Fermented wine is pushed through a membrane filter with microscopic pores where alcohol molecules and water are separated out.



PRODUCTION: SPIRITS

Infusion

- ❑ Water is infused over a long time with the aroma of natural botanicals, flavorings and essences to replicate the flavor profiles from alcoholic spirits.

Distillation

- ❑ Traditional methods of distillation using copper stills.
- ❑ Each distiller will have their own unique blend of botanicals, chosen for their specific flavors, aromas, and distil an incredible array of native botanicals and fruit into water rather than alcohol.



PRODUCTION: BEER

Vacuum distillation

- Beer is heated so the alcohol evaporates out.
- The vacuum chamber lowers the boiling point from around 173°F to as low as 93°F, which helps preserve aromatics and flavor.

Reverse Osmosis

- Fermented beer is pushed through a membrane filter with microscopic pores where alcohol molecules and water are separated out. Water is then added back in.

Arrested Fermentation

- Remove yeasts or stop them from becoming active, to prevent the yeasts from creating high levels of alcohol.



ONE QUICK THOUGHT

ADAPTOGENS

- ❑ Adaptogens are ingredients from some plants and mushrooms that “experts” say offer several mental and physical perks
 - Common types include American ginseng, Asian ginseng, ashwagandha, eleuthero and rhodiola.



Curious No.1

If adaptogenic beverages are part of your mocktails, make sure to communicate that with your guests



HOW DO WE
INCORPORATE THIS
INFORMATION?



THE BASICS

1. Add non-alcoholic beer to all your beer and wine packages
2. Incorporate interesting low carb/low sugar drinks



Don't ask, just tell and use supporting information



GET CREATIVE

1. Develop a **seasonal** Mocktail & Spritzer list
2. Offer “Alcohol Optional” drinks on bars
3. Provide non-alcoholic RTD Cocktails



GET CREATIVE

1. Create signature non-alcoholic Cocktails for events
2. Utilize decorative glassware and garnishes
3. Play with Signage





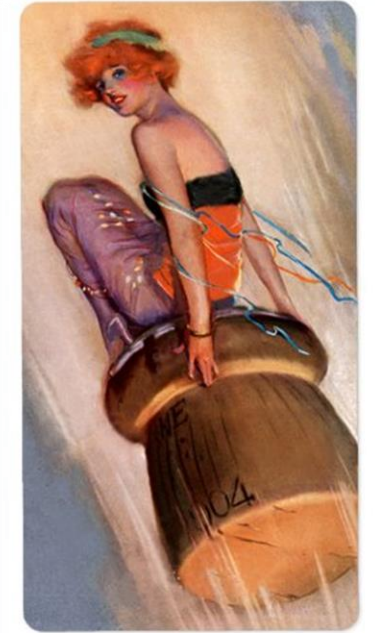
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Thank You!



Continue the Conversation

#NACEEXP24

