



The sober curious trend is for people who typically drink in a social setting but have **considered changing how much and how often** they drink.

Non-alcoholic content is trending

on TikTok and other social media channels

#DryJanuary

86M

views on
TikTok

#SoberCurious

301M

views on
TikTok

#Mocktail

670M

views on
TikTok

SOBER CURIOUS

The Blissful Sleep,
Greater Focus,
Limitless Presence,
and Deep Connection
Awaiting Us All on the
Other Side of Alcohol

RUBY WARRINGTON

Founder of The Numinous and Club SÖDA NYC

Mindful Mixology

A Comprehensive Guide to
No- and Low-Alcohol Cocktails

Derek Brown



from registered dietitians & bestselling authors of *Drinking For Two*
Kerry Benson MS, RD & Diana Licalzi MS, RD

MOCKTAIL PARTY



75 PLANT-BASED, NON-ALCOHOLIC
RECIPES for EVERY OCCASION

◆ 45+ NON-ALCOHOLIC, PLANT-BASED DRINKS ◆
designed to alleviate common trimester-specific pregnancy symptoms

DRINKING FOR TWO



A COLLECTION OF
**NUTRITIOUS MOCKTAILS
FOR THE MOM-TO-BE**

DIANA LICALZI, MS, RDN ◆ KERRY JANE CRISS, MS

Sober Curious Elevated Welcome Pack



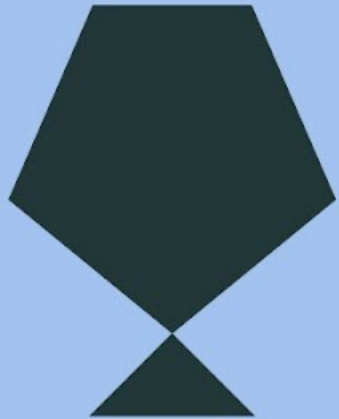
Non-Alcoholic Marketplace

BETTER RHODES

Popular non-alcoholic beers

bought by retailers across the U.S. on Faire

Run Wild IPA
Athletic Brewing Co.



Free Wave Hazy IPA
Athletic Brewing Co.



Upside Dawn Golden
Athletic Brewing Co.



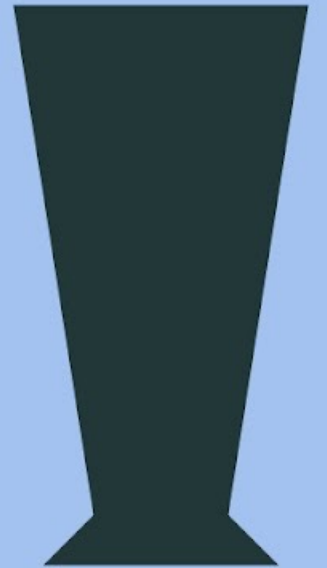
All Out Extra Dark
Athletic Brewing Co.



Hellraiser Dark Amber
Wellbeing Brewing



International IPA
Wellbeing Brewing



Popular zero-alcohol Brands on Faire

De Soi



Droplet



Seedlip



Figlia



Ghia







BLUE AGAVE FLOWER
MEXICAN LIME
TROPICAL GUAVA
CRACKED SEA SALT
CHARRED OAK

RITUAL ZERO PROOF
TEQUILA ALTERNATIVE

MESQUITE SMOKE
BLACK PEPPER
CAYENNE PEPPER

RITUAL ZERO PROOF
TEQUILA ALTERNATIVE

MESQUITE SMOKE
BLACK PEPPER
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Mocktail recipes from Tori

the Mocktail Queen



Virgin Paloma

2 oz Seedlip Grove
2 oz grapefruit juice
½ lime squeezed
½ agave

Pour ingredients together and shake with ice. Serve over a big ice cube. Garnish if desired!



Virgin French 75

2 oz Ritual Zero Proof gin
½ lemon squeezed
½ oz agave

Shake everything well with ice. Serve up and top with sparkling water and garnish with a lemon peel.



Check out more from Tori at [hostbytori.com](https://www.hostbytori.com) and order a Mocktail Starter Pack featuring Faire Brands like Sostraw & Yes Cocktail Co





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