

YOUR GUIDE TO SPIRIT-FREE COCKTAILS



NO PROOF



STRONG START

FOR JANUARY AND BEYOND

**Lush
Life**

SPIRIT -FREE

**Cocktail
Recipes
Galore!**

We are so fortunate to have Shannon Michelle lending her expertise and enthusiasm for this topic and hosting each session. She will be leading the conversation and offering thoughtful original cocktails in the following pages that will show off the myriad ways you can use non-alcoholic spirits in cocktails.

OUR PARTNERS FOR THIS ROUND OF PROGRAMMING SHOW THE RANGE OF NON-ALCOHOLIC OFFERINGS FROM CURIOUS ELIXIRS' READY-TO-POUR LINE, WHICH CAN HELP YOU EXPAND YOUR SPIRIT-FREE MENU WITH A WIDE RANGE OF OPTIONS THAT YOUR BAR TEAM JUST HAS TO OPEN, POUR, AND GARNISH AND THREE SPIRITS' ADAPTOGENIC APPROACH THAT HAS A FORMULA FOR EVERY OCCASION, TO WILDERTON'S AWARD-WINNING APERITIVO THAT TASTES SO MUCH LIKE THE REAL THING THAT YOUR GUESTS MIGHT NOT BE ABLE TO TELL THE DIFFERENCE. THE PATHFINDER HAS QUICKLY BECOME THE RESPECTFUL BARTENDERS' HANDSHAKE, BUT IT'S ALSO INCREDIBLE IN COCKTAILS, AND SHANNON IS GOING TO SHOW YOU EXACTLY HOW SHE USES IT ON HER MENUS. RITUAL TEQUILA ALTERNATIVE IS PERFECT FOR NO PROOF MARGARITAS, AND SHANNON DEVELOPED A RECIPE TO SHARE WITH YOU THAT'S SURE TO ADD SOME SPICE TO YOUR SPIRIT-FREE LIFE. GIFFARD NON-ALCOHOLIC LIQUEURS HAVE JUST HIT THE STREETS IN THE U.S., AND SHANNON HAS THE PERFECT RECIPE TO HELP YOU INTRODUCE THE ELDERFLOWER FLAVOR YOU KNOW AND LOVE TO YOUR SPIRIT-FREE MENU. LAST BUT CERTAINLY NOT LEAST, OUR PARTNERS AT MONIN HAVE A WIDE RANGE OF SYRUPS AND MIXERS TO ELEVATE ANY SPIRIT-FREE COCKTAIL WHILE SAVING YOU TIME AND MONEY.

AS A PERSON WHO ISN'T COMPLETELY SOBER BUT WHO DOESN'T DRINK ALCOHOL AS MUCH AS SHE USED TO, I CAN'T WAIT TO TUNE INTO THIS MONTH OF PROGRAMMING, AND MAKE A FEW OF THE COCKTAILS SHANNON MICHELLE SHARED IN THIS PDF!

**We hope you enjoy
this guide on drinking well -
whether there's alcohol in your glass or not!**

Lindsey Johnson
Founder, Lush Life

**READY
TO POUR**

**LUSH
FLAVORS**

CHEERS!

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Our No Proof, Strong Start
host with the most
Shannon Michelle



Shannon Michelle is the founder of Brass Ring Cocktails, a mobile bartending service and consulting company, with a focus on non-alcoholic and low ABV beverages that advocates inclusivity for the sober and sober-curious.

SHANNON LIVES IN JACKSONVILLE, FL, AND WORKS AS ONE HALF OF LOCAL CREATIVE BRAND, MOVER & SHAKER CO., WHERE HER EFFORTS ARE SPENT FOCUSED ON CREATING COMMUNITY WITHIN THE HOSPITALITY INDUSTRY, PLAYING A PIVOTAL ROLE IN THE BRAND'S PHILANTHROPIC EFFORTS.

About *Spirit-Free* Menus

Why No-Abv Cocktails?

Inclusivity

EMBRACING NO PROOF COCKTAILS ENSURES THAT YOUR BAR IS A WELCOMING SPACE FOR ALL GUESTS, REGARDLESS OF THEIR REASONS FOR ABSTAINING FROM ALCOHOL. FROM DESIGNATED DRIVERS AND PREGNANT PATRONS TO THOSE SIMPLY CHOOSING A NIGHT, A WEEK, OR A MONTH OFF, EVERYONE DESERVES A MOMENT WITH AN ENJOYABLE DRINK.

Ready To Pour

WITH SOME INCREDIBLE NA PRODUCTS ON THE MARKET, LIKE CURIOUS ELIXIRS, YOU CAN TAKE THE GUESSWORK OUT OF R&D. USING YOUR BAR'S GLASSWARE AND GARNISHES, YOU CAN MAKE THE MOST OUT OF YOUR NIGHTS BEHIND THE STICK WITH THESE DELICIOUS AND EYE-CATCHING BEVERAGES.

Social Atmosphere

THE SOCIAL ASPECT OF DRINKING EXTENDS BEYOND ALCOHOL CONSUMPTION. ADDING NO PROOF COCKTAILS TO YOUR MENU CAN ALLOW MORE GUESTS TO PARTAKE IN THE COMMUNAL AND CONVIVIAL ATMOSPHERE OF A BAR, FOSTERING A SENSE OF TOGETHERNESS WITHOUT THE NEED FOR ALCOHOL.

Missed Opportunities

CRAFTING FLAVORFUL NO PROOF COCKTAILS WITH THE VARIETY OF PREMIUM NA SPIRITS THAT WE HAVE TODAY, CAN HELP INCREASE THE MONEY YOU'RE PUTTING INTO THE BANK. STUDIES SHOW THAT THOSE SEEKING NON-ALCOHOLIC BEVERAGES ARE MORE LIKELY TO ORDER A SECOND DRINK IF THEIR BEVERAGE IS LISTED ON A MENU, VALIDATING THEIR CHOICE TO BE THERE.

Health and Wellness

WITH AN INCREASING FOCUS ON HEALTH AND WELLNESS, MANY INDIVIDUALS ARE ACTIVELY SEEKING ALTERNATIVES TO TRADITIONAL ALCOHOLIC BEVERAGES. NO PROOF COCKTAILS OFFER A SOLUTION, ALLOWING PATRONS TO INDULGE IN A DRINK WITHOUT COMPROMISING THEIR WELL-BEING.

Flavor Variety

NO PROOF COCKTAILS DO NOT EQUATE TO A COMPROMISE ON TASTE; THEY ARE A CELEBRATION OF DIVERSE AND COMPLEX FLAVORS. FROM FRUITY AND REFRESHING TO HERB-INFUSED AND SPICY – ALTERNATIVES, ADAPTOGENICS, BITTERS, AND AMAROS – THE SPECTRUM OF MODERN NON-ALCOHOLIC INGREDIENTS PROVIDES ENDLESS POSSIBILITIES TO SATISFY EVERY PALATE

AS WE BEGIN THE NEW YEAR TOGETHER, LET'S ALL EMBARK ON A JOURNEY THAT CHALLENGES PRECONCEIVED NOTIONS AND INVITES YOU TO REIMAGINE THE POSSIBILITIES OF YOUR BAR MENU. NO PROOF COCKTAILS ARE NOT JUST DRINKS; THEY ARE AN EXPRESSION OF INCLUSIVITY, CREATIVITY, AND A COMMITMENT TO PROVIDING AN EXCEPTIONAL EXPERIENCE FOR EVERY GUEST. I'D LIKE TO THANK ALL OF YOU FOR JOINING ME AND OUR PARTNERS AT CURIOUS ELIXIRS, RITUAL ZERO-PROOF, THE PATHFINDER, GIFFARD NON-ALCOHOLIC, THREE-SPIRIT, WILDERTON, AND MONIN FOR MAKING THIS ALL POSSIBLE. THE ENDLESS SUPPORT YOU ALL PROVIDE TO THE NA IMBIBING COMMUNITY MAKES ALL THE DIFFERENCE IN AN INDUSTRY WHERE YOU CAN EASILY GET SWEEPED UNDER THE RUG. THANK YOU FOR SEEING US.

Hello friends!

IT IS WITH GREAT PLEASURE THAT I GET TO WELCOME YOU INTO MY WORLD OF NO PROOF AND SPIRIT-FREE DRINKS. IN THIS MODERN COCKTAIL RENAISSANCE, THE RISE OF NO PROOF BEVERAGES IS NOT JUST A TREND; IT'S A REVOLUTION IN THE WAY WE EXPERIENCE NIGHTS OUT WITH FRIENDS. AS A SOBER BARTENDER MYSELF, THIS RISE IN DEMAND FOR NO ABV DRINKS HAS PUSHED THE CREATIVE NEEDLE IN OUR WORLD AND IGNITED A SPARK FOR CREATORS ON EITHER SIDE OF THE BAR. FOR THE WHOLE MONTH OF JANUARY, LET US BE YOUR GUIDE TO UNLOCKING THE POTENTIAL OF NON-ALCOHOLIC COCKTAIL CREATION, SHOWCASING THE IMPORTANCE OF INCLUDING NO PROOF COCKTAILS ON YOUR MENU AND THE APPEAL THEY HOLD FOR ALL GUESTS.

IN RECENT YEARS, THE DEMAND FOR ELEVATED, SPIRIT-FREE OPTIONS HAS SKYROCKETED, AND FOR GOOD REASON. NO PROOF COCKTAILS OFFER A MYRIAD OF BENEFITS THAT EXTEND BEYOND CATERING SOLELY TO SOBER INDIVIDUALS. AS CONSUMERS AND HOSPITALITY PROFESSIONALS SEEK MORE MINDFUL CHOICES, THE INCLUSION OF NON-ALCOHOLIC BEVERAGES BECOMES AN ESSENTIAL ASPECT OF ANY WELL-ROUNDED AND FORWARD-THINKING BAR MENU.



Pioneers of the booming NA industry, Curious Elixirs has been crafting original booze-free craft beverages since 2015.

CURIOUS
ELIXIRS

WITH UNIQUE FLAVORS, ORGANIC INGREDIENTS, AND INFUSED ADAPTOGENS TO HELP YOUR GUESTS UNWIND, CURIOUS ELIXIRS ARE A BUSY BARTENDER'S BEST FRIEND: EASY TO POUR, DELICIOUSLY COMPLEX BY THEMSELVES OR MIXED INTO YOUR OWN CREATIONS.

SINCE LAUNCHING WITH A POMEGRANATE NEGRONI SBAGLIATO (CURIOUS NO. 1), THEY'VE RELEASED 8 ELIXIRS INCLUDING THEIR RIFF ON A PAINKILLER (CURIOUS NO. 6) AND A PINEAPPLE MARGARITA WITH SERIOUS MEZCAL-MULE VIBES (CURIOUS NO. 2). NO WONDER THEY'VE BEEN NAMED "BEST NA DRINKS" BY THE NY TIMES 3 YEARS IN A ROW!

When Blue Note added an N/A Curious Elixir section to their menu in 2023, they quickly gained incremental monthly revenue of over \$7,000. Imagine what you could do!

CURIOUS HAS BEEN POURED EVERYWHERE FROM WORLD-CLASS DESTINATIONS LIKE THE FRENCH LAUNDRY AND BLUE NOTE JAZZ CLUB – AND EVEN AT LOCAL NYC FAVES LIKE JUNGLE BIRD.

WANT TO LEARN HOW TO MAKE MORE MONEY WITH SOPHISTICATED BOOZE-FREE OPTIONS LIKE CURIOUS?

[REQUEST A SAMPLE PACK HERE FOR YOUR BAR TEAM.](#)

**PRO
TIP**

CURIOUS ELIXIR NO. 2



Shannon's Curious Elixir No. 2 Serve

½ BOTTLE OF CURIOUS ELIXIR NO. 2
FRESH GRATED CINNAMON
LIME WHEEL
DEHYDRATED PINEAPPLE WHEEL
PINEAPPLE FRONDS
PINEAPPLE TOPIARY
3 FILTHY BLACK CHERRIES
FLORALS THAT MAKE YOU FEEL GOOD

*DO NOT EAT FLOWERS UNLESS
SPECIFICALLY LABELED AS EDIBLE

POUR CURIOUS ELIXIR NO. 2 INTO PEARL DIVER GLASS
OVER CRUSHED ICE. TOP WITH GRATED CINNAMON, LIME
WHEEL, DEHYDRATED PINEAPPLE WHEEL, PINEAPPLE
FRONDS AND TOPIARY, BLACK CHERRIES ON A FANCY
PICK, AND FLORALS OF YOUR CHOICE.

Here's the **cost
breakdown** for this
beauty, so you can see
how Curious Elixirs
can **save you time
and money**
while growing
your **spirit-free
menu!**

CURIOUS ELIXIR NO. 2: \$5.00/SERVING

CINNAMON STICK: ~ \$0.10/COCKTAIL

LIME WHEEL: ~ \$0.09/Slice

DEHYDRATED PINEAPPLE: ~ \$0.21/Slice

FILTHY BLACK CHERRIES: ~ \$0.78/THREE CHERRIES

FLOWERS: ~ \$1.00/COCKTAIL

TOTAL COGS/COCKTAIL:

\$7.18



WILDERTON
BOTANICAL SPIRITS
— NON-ALCOHOLIC —

**Bringing craft sensibilities
to non-alcoholic spirits,
Wilderton creates bold,**

**non-alcoholic spirits expertly
crafted from raw botanicals
sourced from around the world
to re-imagine no and low-alcohol
cocktails.**

USING BOTH LESS COMMON AND FAMILIAR WILD PLANTS FROM AROUND THE WORLD, WILDERTON'S SIGNATURE EXPRESSIONS, THE SPICY, SMOKY EARTHEN, THE BRIGHT, FLORAL, CITRUSY LUSTRE, AND THE HERBAL, REFRESHING BITTERSWEET APERITIVO OFFER PROVOCATIVE FLAVOR COMBINATIONS. FELLOW OREGON CRAFT SPIRITS VETERANS BRAD WHITING AND SETH O'MALLEY CAME TOGETHER WITH A SHARED MISSION: TO CREATE AMAZING LIQUIDS TO CELEBRATE THE COMPLEXITY AND EXPERIENCE OF A TRADITIONAL SPIRIT BUT PAIR BETTER WITH AN ACTIVE LIFESTYLE. THE BEAUTIFUL RESULT IS WILDERTON.

WILDERTON TEAMED UP WITH SHANNON TO HOST 'SKILLS TO PAY THE BILLS: HOW UNDERSTANDING NON-ALC SPIRITS CAN MAKE YOU A BETTER BARTENDER' ON PDXCW DISTANCE LEARNING, WHICH COVERS EVERYTHING FROM HOW WILDERTON IS MADE TO ADAPTING TRADITIONAL BARTENDING TECHNIQUES TO MAKE YOUR SPIRIT-FREE COCKTAILS SHINE.



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YOUTUBE](#)



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**Watch
'Skills To Pay The Bills'
and you'll learn:**

- HOW WILDERTON IS MADE
- SENSORY DIFFERENCES BETWEEN ALC VS. NON-ALC SPIRITS
- THE POWERFUL ROLES BOTANICALS PLAY IN OUR TASTING EXPERIENCE
- THE CASE FOR HAVING EXCELLENT NON-ALC COCKTAILS: HOSPITALITY, WELLNESS, AND PROFITABILITY
- BEST PRACTICES FOR CRAFTING NON-ALC COCKTAILS: ADAPTING OLD TECHNIQUES TO NEW TYPES OF COCKTAILS



Le Tigre



Le Tigre

1.5 OZ WILDERTON APERITIVO

0.75 TIGER'S BLOOD BLEND

0.75 LEMON JUICE

TOP W/ BLOOD ORANGE SODA

WHIP SHAKE ALL INGREDIENTS EXCEPT SODA WITH PEBBLE ICE. POUR INTO DOF GLASS AND TOP WITH MORE PEBBLE ICE TO SHAPE YOUR DOME. ADD BLOOD ORANGE SODA, AND GARNISH WITH MINT SPRIG AND POWDERED SUGAR.

Tiger's Blood Blend

1 PART MONIN STRAWBERRY

1 PART MONIN COCONUT

½ PART MONIN WATERMELON CONCENTRATE



DEPUIS 1885
GIFFARD
 FRANCE

Inspired by a diverse liqueur and syrups portfolio, we crafted a new offering, an innovative lineup of Non-Alcoholic Liqueurs.



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YOUTUBE](#)



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FACEBOOK](#)

DRAWING ON FIVE GENERATIONS OF TRADITION AND KNOW-HOW, USING THE SAME FRUITS AND PLANTS THAT ARE IN OUR LIQUEURS, ESSENTIAL FLAVORS ARE EXTRACTED THROUGH TRADITIONAL MACERATION TECHNIQUES USING FRENCH WHITE WINE VINEGAR. A PROPRIETARY PROCESS REMOVES THE VINEGAR NOTES ON THE NOSE AND PALATE, WHILE STILL EVOKING THE SENSATION ASSOCIATED WITH SIPPING ALCOHOL.

WHAT REMAINS IS A BRIGHT, NON-ALCOHOLIC LIQUEUR THAT BRINGS BALANCED ACID, ROBUST AROMATICS, AND A ROUND MOUTHFEEL TO ANY COCKTAIL. AVAILABLE IN FOUR FLAVORS, GRAPEFRUIT, GINGER, PINEAPPLE, AND ELDERFLOWER, GIFFARD NON-ALCOHOLIC LIQUEURS ENABLE BARTENDERS TO ELEVATE THEIR NON-ALCOHOLIC COCKTAILS AND ENRICH BEVERAGE MENUS WITH A TOUCH OF TASTE, REFINEMENT, AND INDIVIDUALITY. FRESH OFF THE LAUNCH OF GIFFARD NON-ALCOHOLIC LIQUEURS IN THE U.S., OUR FRIENDS AT GIFFARD JOINED SHANNON ON PDXCW DISTANCE LEARNING FOR THE NEW AGE OF NON-ALCOHOLIC COCKTAILS: GIFFARD NON-ALCOHOLIC LIQUEURS, WHICH DIVES INTO RECREATING CLASSIC COCKTAILS AS SPIRIT-FREE OFFERINGS, AND HOW THIS NEW LINE OF NON-ALCOHOLIC LIQUEURS FROM GIFFARD CAN ADD FLAVOR AND BODY TO YOUR NA OFFERINGS.

Check out 'The New Age of Non-Alcoholic Cocktails' to learn more about:

- GIFFARD NON-ALCOHOLIC LIQUEURS ADD VISCOSITY TO NA COCKTAILS
- REDISCOVER NA VERSIONS OF CLASSIC COCKTAILS
- EASE OF NA LIQUEUR USE IN BOTH BAR PROGRAMS AND FOR AT HOME BARTENDERS
- GIFFARD NA LIQUEURS AVAILABILITY
- IMPORTANCE OF HAVING NA COCKTAILS ON YOUR MENU

Lucky Charm Bracelet

1 OZ GIFFARD ELDERFLOWER NON-ALCOHOLIC

1 OZ EARL GREY COLD BREWED TEA*

0.5 OZ LIME JUICE

0.25 OZ RUBY RED GRAPEFRUIT JUICE

1.5 OZ MONIN STRAWBERRY-ROSE MILK*

1 PINCH SALT

CLARIFIED MILK PUNCH - CAN BE MADE IN LARGE VOLUMES

ADD ALL INGREDIENTS TO A SEALED CONTAINER AND LET REST FOR AT LEAST 2 HOURS. FILTER YOUR PUNCH THROUGH A CHEESECLOTH AND FINE STRAINER UNTIL YOU REACH YOUR DESIRED CLARITY. POUR INTO YOUR FAVORITE CHILLED NICK & NORA GLASS WRAPPED WITH A SATIN BOW AND EXPRESS A WIDE GRAPEFRUIT PEEL OVER TOP. BOTTLE AND STORE SOMEWHERE COOL WHEN NOT SERVING.

Monin Strawberry Rose Milk

1 OZ MONIN STRAWBERRY ROSE SYRUP

8 OZ WHOLE MILK

4-5 DEHYDRATED STRAWBERRIES

ADD ALL INGREDIENTS TOGETHER IN A ZIP LOCK BAG, GENTLY CRUSHING THE DEHYDRATED STRAWBERRIES TO EXPOSE THE FLAVOR. DOUBLE BAG AND SIT YOUR STRAWBERRY MILK IN A SAUCEPAN FILLED HALF WAY WITH WATER ON VERY LOW HEAT. LET IT SIT FOR AT LEAST AN HOUR. STRAIN OUT THE STRAWBERRIES. THEN ADD YOUR MILK TO A SEALED CONTAINER, LABEL, AND DATE - MAKE SURE TO FULLY CHILL YOUR MILK BEFORE INCORPORATING IT INTO THE COCKTAIL

Earl Grey Cold Brew Tea

- STEEP 2 EARL GREY TEA BAGS IN ABOUT 3 OZ OF HOT WATER (212 DEGREES FAHRENHEIT) FOR ABOUT 7-8 MINUTES
- ADD 13 OZ OF COLD WATER TO THE TEA BAGS AFTER YOUR STEEPING IS DONE
- STRAIN OUT TEA BAGS THEN PACKAGE, LABEL AND DATE



THREE SPIRIT

Three Spirit is a functional non-alcoholic drinks range created by bartenders, winemakers and plant scientists.

WE MAKE BOTANICAL ALCOHOLIC ALTERNATIVES DESIGNED NOT TO MIMIC BUT TO PAY HOMAGE TO WINES AND SPIRITS WHILE EMBRACING NOVEL FLAVORS AND INGREDIENTS. WE ARE ON A MISSION TO SHOW THE WORLD THAT ALCOHOL-FREE DOESN'T MEAN PLEASURE-FREE.

Vegan

Gluten-Free

B-Corp Certified



AFTER YEARS SPENT IN LIBRARIES, LABS, BARS, AND FIELDS, WE'VE CREATED PLANT-BASED ALTERNATIVES TO ALCOHOL THAT CELEBRATE WHAT YOU PUT INTO A DRINK RATHER THAN WHAT YOU TAKE OUT. CRAFTED BY A MIX OF PLANT SCIENTISTS, WORLD-CLASS BARTENDERS, WINEMAKERS, HEDONISTS, HERBALISTS, AND ARTISTS, EACH OF OUR AWARD-WINNING ELIXIRS OFFERS A UNIQUE SENSORY EXPERIENCE.



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YOUTUBE](#)



[WATCH ON
FACEBOOK](#)

In 'Going Beyond Alcohol', you'll learn:

- HOW FUNCTIONAL DRINKS OFFER ADDITIONAL BENEFITS THAT CAN ENHANCE DRINKING OCCASIONS
- HOW TO USE THREE SPIRIT IN SIMPLE TWISTS ON CLASSIC COCKTAILS

BOTANICAL ALCHEMY IS AT THE HEART OF EVERYTHING WE DO, FROM THE PLANTS WE COMBINE IN OUR DRINKS TO THE BLENDING OF MINDS AND DIFFERENT EXPERTISE OF THE PEOPLE WHO MAKE THEM. USING ADAPTOGENIC PLANTS AND NOOTROPICS, EACH ELIXIR OFFERS A THIRD WAY BETWEEN DRINKING AND NOT DRINKING; COMBINING INGREDIENTS FOR FLAVOR AND FUNCTION, AND EXTRACTING ACTIVE COMPOUNDS FROM THE HIGHEST GRADE, ETHICALLY SOURCED PLANTS USED FOR CENTURIES IN REMEDIES AND CEREMONIES TO STIMULATE THE PALATE, MIND, AND BODY. ENERGISE, CONNECT, UNWIND. CHOOSE YOUR MOOD.

OUR THIRD CLASS IN THE SERIES FEATURES [NAMES OF THREE SPIRIT HUMANS] WITH GOING BEYOND ALCOHOL ON PDXCW DISTANCE LEARNING, WHICH [WHAT THE CLASS IS ABOUT]

- HOW FUNCTIONAL BEVERAGES CAN BE USED IN PLACE OF ALCOHOL TO SUIT THE MOOD OF ANY GUEST, WHETHER THEY'RE LOOKING FOR A PICK-ME-UP OR TO RELAX AND UNWIND.
- HOW A COMPELLING NON-ALCOHOLIC MENU IS NOT ONLY GOOD FOR YOUR GUESTS, BUT ALSO IS AN OPPORTUNITY TO INCREASE SPEND PER HEAD.
- WHAT A B CORP IS, AND HOW THAT INFLUENCES THE WAY THREE SPIRIT SOURCES THEIR INGREDIENTS

WHEN DOVES CRY
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WHEN DOVES CRY



**When
Doves Cry**

1.5 OZ THREE SPIRIT LIVENER

0.75 OZ MONIN UBE

0.25 OZ ORANGE JUICE

0.50 OZ LIME JUICE

MEXICAN SQUIRT

UBE LIME SALT RIM

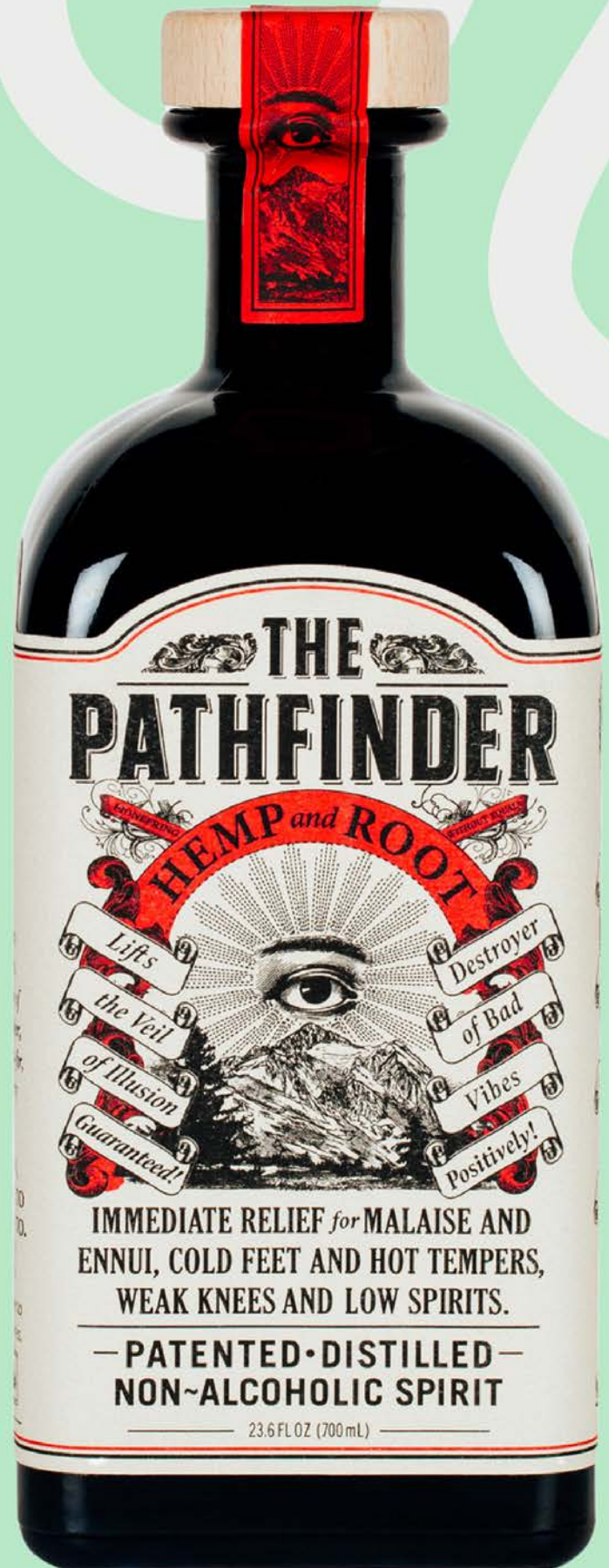
BUILD IN CANTARITO
RIMMED WITH UBE LIME
SALT WITH ICE. SWIZZLE
OR STIR WITH A SPOON
AND TOP WITH MEXICAN
SQUIRT. GARNISH WITH
MINT AND A
DEHYDRATED LIME
WHEEL.



The Pathfinder is a fermented and distilled hemp-based liquid with the intense flavor and aromatic characteristics of a spirit, with none of the harmful effects of alcoholic beverages.

THE PATHFINDER HEMP AND ROOT IS INSPIRED BY THE APOTHECARIAL MYSTERIES OF OLD WEST SNAKE OIL SALESPEOPLE, ALTERNATIVE MEDICINE, AND THE SUPERNATURAL MARVELS THAT GO HAND-IN-HAND WITH THEM. THE RESULTING LIQUID IS EQUALLY WILD AND ENIGMATIC, LEADING OUR DRINKERS TO NEW REALMS OF FLAVOR, BOTH TANGIBLE AND SURREAL. WITH AN EYE TO THE FUTURE OF DRINKS AND A THIRST FOR PROGRESS IN BOOZE-FREE SPIRITS, HEMP AND ROOT HEARKENS TO A BYGONE AGE WHILE RAISING THE STANDARD OF FLAVOR AND QUALITY IN NON-ALCOHOLIC SPIRITS.

BITTERSWEET AND GENTLY TART, HEMP AND ROOT FEATURES FOREMOST THE DISTINCTIVE FLAVOR OF HEMP, BALANCED OUT WITH ANY OF THE COMMON HERBS, BARKS, AND ROOTS COMMON IN TRADITIONAL AMAROS AND GINS. ROOT CELLAR AROMAS ARE HIGHLIGHTED BY DRIED HERBS, GENTLE WARMING SPICE, BITTERSWEET CITRUS, AND PINE, WITH A PLEASANTLY BRACING FINISH.



What Ails You



1.5 OZ THE PATHFINDER
0.50 OZ MONIN HIBISCUS
1.5 OZ COLD BREWED CINNAMON
AND CARDAMOM TEA
0.25 OZ LEMON JUICE
GINGER ALE

BUILD IN HIGH BALL GLASS. ADD HALF
PEBBLE ICE AND STIR. ADD MORE ICE
TO FILL THE GLASS AND TOP WITH
GINGER ALE. GARNISH WITH DRIED
HIBISCUS FLOWER, LEMON WHEEL,
AND CINNAMON STICK.

What Ails You



Made for cocktails, Ritual is America's highest-rated and #1 non-alcoholic spirit brand. Crafted of premium botanicals, our non-alcoholic spirits have the nose, taste, and bite of liquor – without the alcohol or calories.

RITUAL ZERO PROOF

JUST SUBSTITUTE TRADITIONAL SPIRITS 1:1 WITH RITUAL TO MAKE ANY COCKTAIL NON-ALCOHOLIC.

WE MADE RITUAL BECAUSE WE LOVE A GOOD COCKTAIL, WITH OR WITHOUT ALCOHOL. BORN ON A CUTTING BOARD, FOUNDED BY BEST FRIENDS, AND PERFECTED ACROSS HUNDREDS OF ITERATIONS WITH THE HELP OF MASTER DISTILLERS AND MIXOLOGISTS.

OUR AWARD-WINNING TEQUILA, WHISKEY, GIN, RUM, AND APERITIF ALTERNATIVES ARE THE PERFECT INCLUSIVE OPTION FOR SPECIAL DIET AND HEALTH-CONSCIOUS CUSTOMERS, PROVIDING THE MOST AUTHENTIC NON-ALC COCKTAIL EXPERIENCE. WITH DISTRIBUTION THROUGHOUT THE COUNTRY, WE'RE READILY AVAILABLE BOTH ON AND OFF-PREMISE. CHECK OUT OUR [STORE LOCATOR](#) TO FIND RITUAL NEAR YOU!



VERDITA LORITA



Verdita Lorita

1.5 OZ RITUAL ZERO PROOF TEQUILA ALTERNATIVE
0.50 OZ MONIN SPICY AGAVE
1 OZ VERDITA BLEND
0.50 OZ LIME JUICE
CHILI-LIME SALT RIM

COMBINE ALL INGREDIENTS INTO A TIN WITH ICE. SHAKE UNTIL FROSTY. STRAIN INTO A DOF WITH ROCKS, RIMMED WITH CHILI-LIME SALT. DEHYDRATED PINEAPPLE GARNISH.

Verdita Blend

33 OUNCES PINEAPPLE JUICE
1 HANDFUL MINT LEAVES
2 HANDFULS CILANTRO BUNCHES
1 JALAPEÑO, DESEEDED AND CHOPPED

ADD ALL INGREDIENTS INTO A BLENDER AND BLEND FOR ONE MINUTE. STRAIN USING METAL STRAINER, STIRRING AND PRESSING GENTLY. DISCARD SOLIDS. TRANSFER TO A SEALABLE CONTAINER. WILL KEEP, BOTTLED AND REFRIGERATED, FOR UP TO ONE WEEK.



**Backed by over 100 years of French
flavoring expertise and an
uncompromising standard of quality,**

**Monin Gourmet Flavorings
is dedicated to providing
premium flavoring
products for creating
distinctly delicious
recipes.**

MONIN IS THE WORLD'S LEADING PRODUCER OF PREMIUM FLAVORING SOLUTIONS, INCLUDING FLAVORED SYRUPS, GOURMET SAUCES, FRUIT PURÉES, AND FRUIT SMOOTHIE MIXES. WITH OVER 200 PRODUCTS MADE FROM PREMIUM AND AUTHENTIC INGREDIENTS, MONIN ENSURES ULTIMATE TASTE AND CREATIVITY FOR INNOVATIVE FLAVOR SOLUTIONS.

CUTTING-EDGE INNOVATION, A PASSION FOR QUALITY, AND THE HIGHEST PRODUCTION AND SERVICE STANDARDS MAKE MONIN YOUR SINGLE-SOURCE PROVIDER FOR BEVERAGE AND CULINARY FLAVORING NEEDS AND MUCH MORE!

TRANSFORM RECIPES FROM THE ORDINARY TO EXTRAORDINARY WITH AN ENDLESS PALETTE OF FLAVOR AND COLOR OPTIONS.

EASILY ADD SIGNATURE FLAVOR TO YOUR MENU WITH A WIDE VARIETY OF MONIN'S CLASSIC, SEASONAL, AND CONTEMPORARY FLAVORS.



Disco Dangerous



0.75 OZ MONIN DRAGON FRUIT
1 OZ FRESH PRESSED CUCUMBER JUICE
0.75 OZ LEMON JUICE
0.25 OZ LIME JUICE
TOP WITH MINT YERBA MATE TEA

ADD ALL INGREDIENTS BESIDES YERBA MATE INTO A SHAKER TIN WITH ICE AND SHAKE. STRAIN INTO A ROCKS GLASS THAT HAS BEEN GARNISHED WITH A CUCUMBER RIBBON AND FRESH ICE CUBES. TOP WITH THE ENLIGHTEN MINT TEA, ADD MINT AND SERVE.

I LOVE GUAYAKI YERBA MATE
ENLIGHTEN MINT FLAVOR FOR THIS!



NO PROOF
STRONG START



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