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## THE STATE OF SOBER SOCIALIZING

A look at how the drinking world is responding to the new dry culture.



An annual study by

BARE ZERO PROOF

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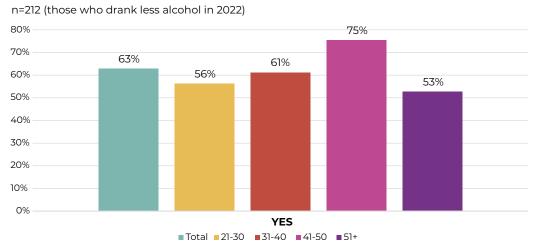
# The sober movement is here to stay

The era of boozy brunches, binge drinking, and bottle service has faded away. A new, dry culture has arrived which has unearthed challenges to existing norms of socializing at bars, restaurants, and parties that have been in place since the post WWII era.

Two-thirds of American adults consciously intended to drink less alcohol in 2022, primarily fueled by health and budget concerns. This mindset, held by 64% of younger consumers (ages 21-30) and 50% of all adults who drink alcohol, will continue into 2023. **That's almost 100 million people!** 

It is abundantly clear that mindfulness, moderation, and sobriety are going mainstream, as is consumption of non-alcoholic beer, wine, and spirits.

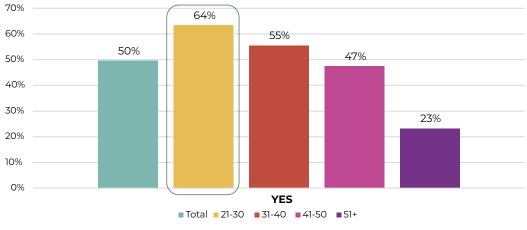
#### Drinking less alcohol this year was intentional for nearly two-thirds of adults



Did you intentionally decide to drink less alcohol this past year than before?

#### Half say they plan to drink less in 2023

The move to drink less in 2023 is more pronounced by younger adults (21-30) than any other generation n=862 (those who drank alcoholic beverages this year)



Do you plan to reduce the amount of alcohol you drink in 2023?

Methodology - Quantitative survey of 1,020 adults 21-70 in the US, distributed across all regions, ages and approximately half male and half female. The survey was conducted by Toluna on December 14 - 15, 2022 using an online data collection methodology.



### Two worlds collide in a new dry culture

As the sober-curious movement grows, with it, new socializing norms and behaviors will continue to emerge. BARE Zero Proof's first annual "The State of Sober Socializing" unpacks the changing motivations of those who choose not to drink alcohol, aims to track the evolution of this behavior change and its impact on socializing norms, and examines how the drinking community and the hospitality industry are addressing the needs, desires, and expectations of this emerging community.

As consumers experiment with alcohol-free socializing, they are navigating new territory within the established drinking culture attached to casual as well as special occasions. They desire acceptance and inclusion. They want allies who support and amplify this new way to have a good time. In addition to seeking support and empathy from their friends and family, they look to bartenders, servers, and restaurateurs to support the new dry culture with knowledge, a welcoming atmosphere, and greattasting, elevated non-alcoholic beverages they are proud to hold.

What our research uncovered is what those who do not drink alcohol want from culture, bars/restaurants, friends and family and what they actually experience, are at odds.

## Dry January: An on-ramp into the dry culture with bumps



The expedited integration of non-drinkers into a social and bar culture that has historically favored drinkers, creates an interesting new dynamic between those who drink alcohol and those who don't.

A significant majority of drinkers (71%) say they have someone close to them who does not drink alcohol. While the cross over between alcohol drinkers and non-drinkers is significant, there is a disconnect between them in how they experience social settings. That rift is most dramatic between those who drink alcohol and the sober curious (e.g., those who participate in Dry January or Sober October).



66% of regular alcohol drinkers say that bonds are stronger when both parties drink, but only 17% of those who rarely or never drink alcohol think this.



Overall, 21% of rare or non-drinkers say they feel left out in social situations. 56% of past Dry January participants feel the same.



Those who struggle the most to find support in mixed company are not those who have been sober for some time, but instead those who are regular drinkers who take opportunities to cut back (e.g., trying Dry January, Sober October, etc.).

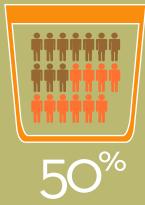


Nearly 7 in 10 of all respondents (alcohol drinkers) and non-drinkers) say they wish social settings were more conducive to accommodating those who drink alcohol and those who do not. The most uncomfortable for non-drinkers are bars and house parties.

The leading reasons for not drinking alcohol are **positive** motivations such as preserving long-term health, eliminating hangovers, and concerns about taste and cost. However, those who don't drink alcohol are not always met with a **positive** response. Instead, roadblocks and deterrents to experimenting with a sober experience are common. A lack of empathy, respect for privacy, and consideration is widespread, and those who feel it the most are Dry January and Sober October participants.

If past Dry January participants' experiences are any indication, the biggest downside to being sober curious may just be how you experience it with those who drink alcohol.

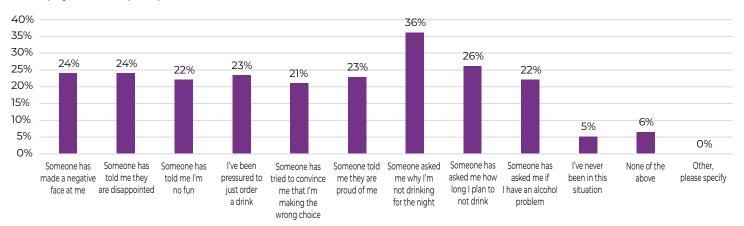
Those who do not drink alcohol are more likely to feel left out, most noticeably amongst Dry January participants (59%) and 4 in 10 feel like they are bringing the party down. It's not surprising, as they may be asked by those they are with, "why aren't you drinking?" or made faces at, told they are disappointing their alcohol-drinking friends, or "no fun" because they are not drinking. Some may even be asked if they have an "alcohol problem." 50% of regular alcohol drinkers admit to even excluding someone that doesn't drink alcohol from a social gathering.



To be fair, there are also those who support sober friends and family, but negative reactions tend to dominate.

of regular alcohol drinkers admit to excluding someone (from a social gathering) that they know to not drink alcohol.

Dry January participants experience the coldest reception from their alcohol-drinking friends and family for not drinking, more so than those who don't drink or rarely drink alcohol.



n=371 (Dry Jan Participants)

Which of the following have happened to you if you've ever been in a social situation when you say you're not drinking alcohol for the night? (Select all that apply)

## **The Socializing Clash**

Here are some experiences of past Dry January drinkers that show that socializing culture has a long way to go to make those who don't drink alcohol feel included without hesitation.

#### Faces that don't signal support

25% of past Dry January respondents have had a face made at them by their friends or family members when they disclose they aren't drinking alcohol.

## A timeline for how long their sober-curiosity will take

Nearly 1/3 of past Dry January respondents said they are asked how long they intend to not drink alcohol.

#### Good old-fashioned peer pressure



71% of past Dry January participants feel pressured to drink alcohol around drinkers and 23% of past Dry January respondents say they have actually been pressured to order an alcoholic drink by their friend or family member when they are abstaining.

#### An inquisition

36% of past Dry January respondents have
been asked why they aren't drinking and
3 in 5 alcohol drinkers admit to asking.
62% on the receiving end of that question
agree that they hate when people ask
them that.



#### **Outward disappointment**

24% of past Dry January participants have been told by their alcohol-drinking friend or family member that they are "disappointed," when they disclose they are not drinking. 22% have been told they are "no fun."

#### **Feeling sidelined**



56% of past Dry January respondents say they feel left out when they don't drink alcohol around friends or loved ones and it isn't just a feeling. Nearly half of alcohol drinkers have admitted to leaving their sober friends and family out of plans.

## Wanting to be seen and served

Participants in the new dry culture are seeking well-crafted, delicious non-alcoholic or zero-proof beverages at bars and restaurants, but they feel that there aren't enough options. Instead, they are often forced to default to mocktails from the kids' menu, despite wanting sophistication and taste.

More than half of adults wish more bars and restaurants had any/more non-alcoholic or zero-proof options, led by past Dry January participants at almost 70%.

55%		% agree
of all respondents wish more bars and restaurants had any/more non-alcoholic/ zero-proof options	Don't drink alcohol	46%
	Dry January participant	68%
	Regular alcohol drinkers	64%

### Almost 70% of past

Dry January participants, 64% of regular alcohol drinkers, and 46% of those who abstain from alcohol wish bars and restaurants had any or more zero-proof options.



More than a third of adults feel uncomfortable ordering soda or substitutes from a bartender/server and nearly half wish they could order a non-alcoholic beverage that is less obvious.



## Those who aren't drinking alcohol would order a zero-proof cocktail instead of a soda or juice

to...



### **BLEND IN**

31% of those who are abstaining from alcohol would order a zero-proof or non-alcoholic drink to fit in.



## FEEL MORE SOPHISTICATED

Almost 30% of past Dry January participants would order a zero-proof cocktail instead of a juice or soda to feel more sophisticated.

### TO ELIMINATE AWKWARDNESS BETWEEN THEM AND THE SERVER

28% of past Dry January participants would order a zero-proof drink to avoid feeling awkward to a bartender or server.



### BUT OVERWHELMINGLY, THEY WANT SOMETHING THAT TASTES BETTER

Taste is by far the biggest reason those who aren't drinking alcohol would trade in a soda or juice for a zero-proof cocktail. 37% of past Dry January respondents think it would taste better.

## **Becoming an Ally in The New Dry Culture**



As drinking behaviors change, the culture of happy hours, parties, sporting events, bars and restaurants must inevitably evolve to embrace the growing population on the sober journey for a night, a month or a lifetime. Respecting the new dry culture as a friend or hospitality professional means adopting new do's and abandoning don'ts.

#### FOR FRIENDS AND FAMILY



Offer support, encouragement and positivity Include your non-alcohol drinking friends in your social occasions as you normally would

Be happy with the choice your friend or family member has made, no matter how long it lasts

Include zero-proof options if hosting an event

Help your family member or friend find the zero-proof options on a menu

## Don't

Ask why someone isn't drinking alcohol

Make a face that signals disappointment when a friend or family member declines alcohol

Ask them how long they plan to not drink alcohol

Pressure someone to order a drink

Exclude a non-drinker

Feel guilty for drinking alcohol (if that is your choice)

Assume the non-drinker doesn't want a crafted cocktail

#### FOR THOSE IN THE HOSPITALITY INDUSTRY



Be positive and open-minded with patrons who want a non-alcoholic drink

Improve visibility and variety of the zero-proof cocktails you serve

Make/serve zero-proof cocktails that are adult, sophisticated and above all, tasty

Suggest non-alcoholic and alcoholic cocktails equally

Use the term non-alcoholic and zero-proof instead of mocktails

## Don't

Ask why someone isn't drinking alcohol

Pressure someone to order a drink

Assume the non-drinker doesn't want a crafted zero-proof cocktail

Assume the non-drinker doesn't care about how their drink tastes

Don't use the term mocktail

Bury the zero-proof options at the back or bottom of the menu



## CHEERS TO THE FUTURE OF ZERO-PROOF SOCIALIZING!

The emergence of the new dry culture is changing the rules of socializing and challenging alcohol drinkers, bartenders and bar owners to provide equitable treatment to those who do not drink alcohol. From the perspective of those who have decided to embark on a sober journey, feeling free, welcomed, and accepted by others regardless of what they are drinking should be today's reality. According to "The State of Sober Socializing," there is work to be done to make social occasions equally enjoyable for those who drink alcohol as those who do not. BARE Zero Proof will continue to monitor progress in this space and report our findings each year as uptake of an alcohol-free lifestyle grows. We are dedicated to supporting consumers as well as bartenders and owners as they navigate this emerging dry culture.





"At BARE Zero Proof, we are on a mission to advocate for and support this seismic shift to the new dry culture. We believe that inclusion transcends your choice of drink. All people have the right to make the most of every night out, celebration, concert or game without reservation or embarrassment. BARE Zero Proof Bourbon, Tequila and Gin make sophisticated, great tasting cocktails you are proud to order and enjoy. We raise a glass to you, whomever you are, and however you choose to enjoy life. We believe that when your choices are accepted you truly can be yourself."

#### – James Kempland, Founder, BARE Zero Proof



For media inquiries or more information on this study, please contact: brittany@sedcommunications.com

## For more information about BARE Zero Proof, please visit our website www.enjoybare.com

Methodology - Quantitative survey of 1,020 adults 21-70 in the US, distributed across all regions, ages and approximately half male and half female. The survey was conducted by Toluna on December 14 - 15, 2022 using an online data collection methodology.

BARE Zero Proof / 1:1 Traditional Spirit Alternative / St. Louis, MO, USA





#### 100% YOU | Bartender created for exceptional taste.



BARE Zero Proof® Spirits are crafted by renowned expert bartenders and spirits industry veterans who understand the need to serve all those who drink alcohol and those who are discovering the experience of a well-crafted zero proof cocktail.

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#### BARE Zero Proof / 1:1 Traditional Spirit Alternative / St. Louis, MO, USA



Bourbon Whiskey Notes of oak, vanilla, caramel, and other botanicals. Alcohol-Free I 0.00% ABV



Caribbean Spiced Rum Notes of warm caramel & rich vanilla.

Alcohol-Free / 0.00% ABV



Modern Classic Gin Notes of black pepper, chamomile, coriander, rose & lemon - w/hints of melon & cucumber. Alcohol-Free I 0.00% ABV



Reposado Style Tequila Notes of agave, serrano, and fresh-cut grass. Alcohol-Free I 0.00% ABV



Rum Blanco Notes of mango, pineapple, fresh grass and a touch of sugarcane sweetness. Alcohol-Free I 0.00% ABV

ITEM NAME		\$/UNIT	\$/CASE	CASE SIZE	MSRP
Bourbon Whiskey	750mL	\$25.00	\$150.00	6-Pack Case	\$39.99
Caribbean Spiced Rum	750mL	\$25.00	\$150.00	6-Pack Case	\$39.99
Modern Classic Gin	750mL	\$25.00	\$150.00	6-Pack Case	\$39.99
Reposado Style Tequila	750mL	\$25.00	\$150.00	6-Pack Case	\$39.99
Rum Blanco	750mL	\$25.00	\$150.00	6-Pack Case	\$39.99

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## DRØMME

Bespoke blends of botanicals and adaptogens to expand your cocktail spectrum.



Complex and bright-eyed, Drømme is a versatile flavor profile that adds levels of complexity and intrigue to your cocktails and nootropics drinks.

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#### Awake Best for rejuvenating your spirit and elevating your energy. Alcohol-Free | 0.00% ABV



#### Calm Best for relaxing your stressors and quieting your mind. Alcohol-Free I 0.00% ABV

TEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
Awake	750mL	\$25.00	\$150.00	6-Pack Case	\$39.00
Calm	750mL	\$25.00	\$150.00	6-Pack Case	\$39.00

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## A Prelude to Pleasure.

mocktail



Little Saints plant magic spirit is formulated with zero sugar and only natural ingredients for a consequence-free mood lift.

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#### Little Saints / Functional Spirit / Miami, FL, USA



#### St. Ember

S MANE MUS

A lot of spice, a little smoke, and infused with 100mg lion's mane mushroom per serving. Alcohol-Free I 0.00% ABV



#### **St. Juniper** A lot of spice, a little smoke, and infused with 100mg lion's mane mushroom per serving. Alcohol-Free I 0.00% ABV

ITEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
St. Ember	750mL	\$30.00	\$120.00	4-Pack Case	\$50.00
St. Juniper	750mL	\$30.00	\$120.00	4-Pack Case	\$50.00

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Soul Hum / Functional Spirit / Ashland, Oregon



## SOUL GUN NON-ALCOHOLIC ELIXIR

Awaken your spirit with handcrafted elixirs, designed to nourish your soul and elevate your energy.



Crafted with organic ingredients and filtered water, our functional beverages are crafted to enhance your mocktails with a touch of spirituality. Infused with adaptogens, they offer a mindful twist to your favorite non-alcoholic drinks, with less sugar and enriching benefits for your holistic health. Enjoy the essence of Soul Hum in every sip, designed to uplift and soothe.

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Soul Hum / Functional Spirit / Ashland, Oregon



#### Uplift

11/1

Channel nature's energy to harmonize mind, body, and spirit with this vibrant, citrusy elixir that ends with a zesty kick. Infused with intentional ingredients.

Alcohol-Free | 0.00% ABV



#### Unwind

Hazy Terpene Blend enhances a sense of relaxation and unwinding while also lifting the spirits. Eases malaise and brings a sense of social connection.

Alcohol-Free | 0.00% ABV

#### RIT & AWAKEN JOY

ITEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
Uplift	750mL	\$27.50	\$165.00	6-Pack Case	\$39.99
Unwind	750mL	\$27.50	\$165.00	6-Pack Case	\$39.99

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## KAVA HAVEN

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### THE BETTER-THAN-ALCOHOL ALTERNATIVE

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- REAL INGREDIENTS
- NO ADDED SUGAR

Whether sipped neat, on the rocks or mixed into your favorite cocktail recipe, Kava Haven seamlessly integrates into any occasion, sparking conversations and fostering a vibrant atmosphere.

HAVEN

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#### Kava Haven (750mL)

With a delightful combination of the purest kava extract, zesty lemon juice, and white grape juice, Kava Haven delivers a smooth flavor reminiscent of a lemon drop shot with a ginger kick.

Its rich cultural heritage and centuries-old tradition of promoting relaxation and social connection, Kava serves as the perfect infusion in this non-alcoholic spirit.

150mg of CO2-extracted kavalactones in every serving

Alcohol-Free I <0.00% ABV

TEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
Kava Haven	750mL	\$29.00	\$348.00	12-Pack Case	\$45.00
Kava Haven	750mL	\$30.50	\$183.00	6-Pack Case	\$45.00
Kava Haven	750mL	\$32.00	\$32.00	Single Bottle	\$45.00

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Designed for those who want the pleasure of socializing without the burden of hangovers, **IGETHI** offers a refined alternative to traditional alcohol.



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## MICRO DOSE - 750ML

750ML 🔶 2MG THC PER SERVING 🔶 34MG THC PER BOTTLE

Perfect for those seeking a mild, uplifting experience, this 2mg bottle provides a balanced introduction to IGETHI's relaxing effects.

**Profile:** Smooth and subtly citrusy, this spirit complements a variety of mixers or can be enjoyed on its own for a gentle, sophisticated experience.

**Usage:** Ideal for sipping neat, on the rocks, or blending into crafted cocktails. Start with a small amount to gauge tolerance and savor the journey.



## **ELEVATED DOSE - 750ML**

750ML 🔶 5MG THC PER SERVING 🔶 UP TO 85MG PER BOTTLE

For a fuller experience, the 5mg THC bottle offers a slightly more potent option, enhancing social occasions with its unique balance of relaxation and euphoria.

**Profile:** Bold yet refined, the 5mg option provides a deeper, more robust flavor profile that elevates cocktail experiences or serves as an intriguing standalone spirit.

**Usage:** Perfect for crafting a memorable evening, the 5mg bottle is best enjoyed responsibly and is ideal for mixing or sipping over ice.

Bolle / De-Alcoholized Wine / Londan, England / Grapes Harvested in Spain + Germany



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#### Blanc de Blancs Crisp apple, juicy pear, zesty citrus, and a whisper of toasted notes. De-Alcoholized I <0.5% ABV

BOLLS



#### Rose

White strawberry, red berries, blackcurrant, violet, and a hint of fresh herbs. De-Alcoholized I <0.5% ABV

TEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
Sparkling Rose	750mL	\$19.50	\$144.00	12-Pack Case	\$234.00
Blanc de Blancs	750mL	\$19.50	\$144.00	12-Pack Case	\$234.00

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SemiPlume / Alcohol-Free Wine / California, USA

## a non-alcoholic new social beverage

Elevate your social experience



woman owned





## PURE BLEND OF Organic + wild berries HEALING HEDRS + POTANICALS

## HEALING HERBS + BOTANICALS



No added sugar



No artificial flavors, colors or preservatives



Certified



Plant extracts infused for wellness



Gluten-free



Eco-friendly bottle made in the USA

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### CASSIA

Healthy + Happy Fruit forward + jammy, a vibrant blend of tart cherries with hints of cinnamon + spice

#### Functional Ingredients:

\*Sour cherries, wild blueberries, wild harvested oak bark, \*apple cider vinegar, \*cinnamon, \*hibiscus, reishi mushroom, with elderberry extract for immune support. \*organic

Calories: 60 per 5oz serving Carbohydrates: 14g Total Sugars: 11g (0 grams added sugars)

UPC: 196852938131



## mocktail spritzer wine alternative

### CACAO

Calm + Clear Smooth + buttery, a full-bodied blend of ripe berries with notes of rich dark chocolate

#### **Functional Ingredients:**

\*Sour cherries, wild blueberries, wild harvested oak bark, \*apple cider vinegar, \*cacao nibs, reishi mushroom, with oat extract for nervous system support. \*organic

Calories: 60 per 5oz serving Carbohydrates: 14g Total Sugars: 12g (0 grams added sugars)

UPC: 196852424627

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in the Alchohol and Cocktail Mixes Category





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Serving Size: 5 per 5 fl oz serve Bottle Size: 750ml / 25.36 fl oz Shelf Life: 2 years Storage: Dry Refrigerate after opening. After refrigeration, flavor is maintained for about 1 month Safe for pregnant and nursing mothers

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#### GOOD FOR YOU, GOOD FOR THE EARTH.

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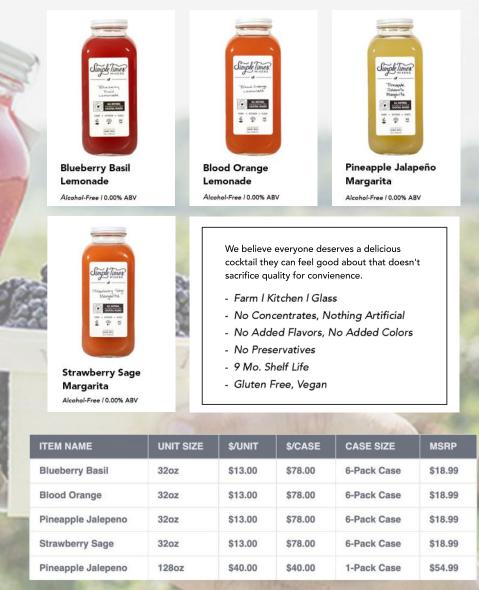
Our small-batch, handcrafted cocktail mixers are only made with 6 ingredients or less. All Simple Times Mixers are proudly made in our Columbus, OH kitchen. All natural and the cleanest label you'll find on a cocktail mixer.

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#### WHY WITHCO

#### SPEED AND EASE

2 step cocktails with zero prep work. Each drink can be made in 15 seconds, decreasing ticket times, increasing sales, and enhancing over all guest experience.

#### CONSISTENCY

By using WithCo, bars can deliver consistent cocktails and mocktails every time, regardless of the bartender's experience.

#### QUALITY

Our batches use fresh juices and real ingredients with no additives, concentrates, or "natural flavors."

18 month shelf prior to open. 4 Weeks after open.

#### PROFITABLITY

With an average **cost per cocktail between \$0.20-\$0.75**, forecasting and hitting margin goals has never been easier. Reduce waste, prep time, and loss all at once. LET WITHCO BATCH YOUR FRESH JUICE COCKTAILS. EACH WITH AN 18 MONTH SHELF LIFE UNOPENED AND 4 WEEK AFTER OPEN.



With 30+ variations of cocktails and <u>non-alcoholic</u> options, WithCo's versatility can help raise the bar for fresh and easy to execute cocktails on any menu.

FOUNDED IN NASHVILLE, TN. JOSHUA ELLIS (CO-FOUNDER) BRADLEY RYAN (CO-FOUNDER) DIERKS BENTLEY (PARTNER)





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DRINK	INGREDIENTS AND SPIRIT PAIRINGS	CASE COST 12 Bottles	BOTTLE COST	YIELD	OZ. COST	PER DRINK COST
Old Fashioned	MADAGASCAR VANILLA ANGOSTURA BITTERS, ORANGE, CINNAMON Whiskey / Tequila	\$156	\$13	50 DRINKS	\$0.39	<b>\$0.26</b> (0.5oz)
Bouquet	LAVENDER, FRESH LEMON JUICE, DRIED ROSE PETALS Vodka / Gin / Tequila Champagne / Soda Water	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
HEY GIRL	FRESH CUCUMBER, FRESH MINT, FRESH LIME JUICE Vodka / Gin / Tequila Rum / Soda Water	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
Ginger Mule	GINGER ROOT, ANGOSTURA BITTERS, FRESH LIME JUICE Vodka / Whiskey / Tequila / Soda Water	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
PALOMA	GRAPEFRUIT JUICE, FRESH LIME JUICE, KOSHER SALT Tequila / Mezcal / Soda Water	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
MARGARITA	AGAVE NECTAR, FRESH LIME JUICE, ORANGE OIL Tequila / Mezcal / Soda Water	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
Espresso Martini	COFFEE, RAW CACAO, CANE SUGAR Vodka / Tequila	\$156	\$13	13 DRINKS	\$0.39	<b>\$0.92</b> (1.5oz)
BLOODY MARY	TOMATO, HORSERADDISH ROOT, CELERY SALT, SPICES Vodka / Tequila	\$156	\$13	13 DRINKS	\$0.39	<b>\$0.92</b> (1.5oz)
Honey Sour	BEE POLLEN, RAW HONEY, LEMON, ANGOSTURA BITTERS <b>Gin / Whiskey</b>	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)
SWEATER WEATHER	APPLE, HONEY, CLOVE, CARDMOM, BAYLEAF, ALL SPICE, ROSEMARY Whiskey / Rum / Neat	\$156	\$13	17 DRINKS	\$0.39	<b>\$0.76</b> (1.5oz)

## WITH CO

BATCHED AND BOTTLED IN NASHVILLE

Made with fresh juices and real botanicals DISTRIBUTED BY MOCKTAIL MART + THE ZERO PROOF GUIDE | SERVING NEW YORK CITY, NEW JERSEY, LONG ISLAND & THE HAMPTONS

LIVE SUPPORT | 1.855.ZERO.ALC / 1.855.937.6252 partners@zeroproofguide.com

#### WHY WITHCO

SPEED AND EASE

2 step cocktails with zero prep work. Each drink can be made in 15 seconds.

CONSISTENCY

By using WithCo, you can make flawless, consistent cocktails regardless of your bartending experience. WITHCO IS THE CLEANEST COCKTAIL MIXER ON THE MARKET USING ONLY FRESH INGREDIENTS AND FEE OF PRESERVATIVES. ADDITIVES,CONCENTRATES OR "NATURAL FLAVORING."



WithCo stands for "with company" and is best enjoyed with others.

#### FOUNDED IN NASHVILLE, TN. JOSHUA ELLIS (CO-FOUNDER) BRADLEY RYAN (CO-FOUNDER) DIERKS BENTLEY (PARTNER)



#### QUALITY

Our batches use fresh juices and real ingredients with no additives, concentrates, or "natural flavors."

18 month shelf prior to open. 4 Weeks after open.







#### Bouquet

BOTTLE SIZE: 1602 RETAIL: \$18-\$20 YIELDS: 10 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: LAVENDER, FRESH LEMON. DRIED ROSE PETALS & BUDS

PAIRS WITH: VODKA, GIN, TEQUILA, RUM, CHAMPAGNE, SODA WATER OR N/A SPIRIT





### Ellis Old Fashioned

BOTTLE SIZE: 160Z RETAIL: \$18-\$20 YIELDS: 32 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: MADAGASCAR VANILLA, BITTERS, ORANGE, CINNAMON

PAIRS WITH: BOURBON, WHISKEY, RYE, TEQUILA ANEJO, OR N/A SPIRIT



Honey Sour

BOTTLE SIZE: 16OZ

YIELDS: 10 COCKTAILS

CASE COUNT: 12 BOTTLES

SHELF LIFE: 18 MONTHS

RETAIL: \$18-\$20

### Agave Margarita

BOTTLE SIZE: 160Z RETAIL: \$18-\$20 YIELDS: 10 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: AGAVE NECTAR, FRESH LIME, WATER, ORANGE OIL

TH CO

with CO

PAIRS WITH: TEQUILA, MEZCAL, SODA WATER OR N/A SPIRIT



### Ginger Mule

BOTTLE SIZE: 16OZ RETAIL: \$18-\$20 YIELDS: 10 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: GINGER ROOT, BITTERS, FRESH LIME, WATER

#### PAIRS WITH:

VODKA, GIN, WHISKEY, TEQUILA, MEZCAL, RUM, SODA WATER OR N/A SPIRIT



## **16 oz Pricing:** \$10 a bottle / \$120 a case

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# WITH CO TH COMPANY COOKTAL

## Hey Girl

BOTTLE SIZE: 160Z RETAIL: \$18-\$20 YIELDS: 10 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: CUCUMBER, MINT, LIME, WATER

PAIRS WITH: VODKA, GIN, TEQUILA, RUM, CHAMPAGNE, SODA WATER OR N/A SPIRIT





CASE DIMENSIONS: 12x7.5x9 INGREDIENTS: RAW HONEY, BEE POLLEN, FRESH LEMON, WATER

PAIRS WITH: GIN, WHISKEY, TEQUILA OR N/A SPIRIT



# WITH CO WITH COMPANY OOCKTAILS

#### Paloma

BOTTLE SIZE: 160Z RETAIL: \$18-\$20 YIELDS: 10 COCKTAILS CASE COUNT: 12 BOTTLES SHELF LIFE: 18 MONTHS CASE DIMENSIONS: 12x7.5x9

INGREDIENTS: CUCUMBER, MINT, LIME, WATER

PAIRS WITH: TEQUILA, MEZCAL, SODA WATER OR N/A SPIRIT





## Bloody Mary

CASE COUNT: 12 BOTTLES CASE DIMENSIONS: 12x7.5x9

TOMATO JUICE CELERY SALT, HORSERADISH ROOT, APPLE CIDER VINEGAR, LIGHT BROWN SUGAR, FRESH LEMON JUICE, GARLIC POWDER, PAPRIKA, CHILI POWDER, RED PEPPER FLAKES, GINGER ROOT

PAIRS WITH:



BOTTLE SIZE: 160Z

RETAIL: \$18-\$20 YIELDS: 8 COCKTAILS SHELF LIFE: 18 MONTHS

INGREDIENTS:



### Introducing

## BREZ (FLOW)

BRĒZ FLOW is a delightful adaptogenic tonic that leaves you feeling motivated, clear, and uplifted. Lightly sparkling with notes of Italian lemon and elderflower, its blend of ingredients will elevate mood, motivate, and enhance cognitive performance. BRĒZ FLOW was crafted for a grounding, mindful, and unique experience. Enjoy for a refreshing and engaging boost to your day.

Formulated to keep you going



## Feel motivated, clear, and uplifted



## Lions Mane

Lemon Elderflower

supports brain health, stimulates nerve growth factors, enhances memory



## Black Seed Oil

boosts immunity, balances blood sugar, improves overall wellness



### Cacao

enhances mood, antioxidant rich, nourishes heart health

## L-Theanine

fosters cognitive resilience, improves focus, eases tension

2200mg Fruiting Bodies Lion's Mane (33mg micronized extract)

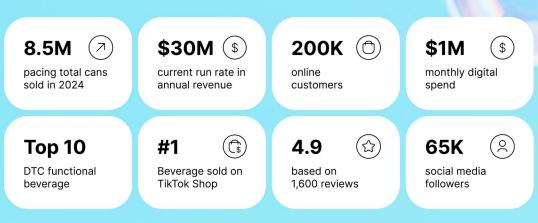
Only 35 calories ) (



Short disclaimer: Statements about BREZ have not been evaluated by the FDA. This product is not designed to diagnose, treat, cure, or prevent any disease. Users should consult their doctor before use, especially if they have health conditions or are taking medication. Not suitable for pregnant women, children, or those sensitive to any ingredients contained in BREZ.

# BRĒZ

Track record of success with strong growth in our first year:



#### Market value & growth projection

The global functional beverage market was valued at **\$128.7 billion** in 2022. Expected to grow at CAGR at 8.5% from 2023 to 2030, reaching **\$247.8 billion** by 2030.

#### Key drivers

- O Increasing consumer demand for health and wellness products.
- O Innovations in functional ingredients, such as vitamins, adaptogens, probiotics, and CBD.
- $\odot$   $\;$  Greater emphasis on preventive healthcare and maintaining healthy lifestyles.



Can UPC 197644523061

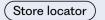




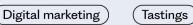
4-pack UPC 860012367706



# Brand support



POS assets)



Geo-targeted campaigns

24 cans per case

Case UPC

10197644523068



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# Available packages



# **PSYCHEDELIC WATER**

## Transform Stress into Bliss with Every Sip.



Psychedelic Water®'s mood-boosting, euphoria inducing herbal blends are crafted with kava root, velvet bean, and green tea leaf extract. Lightly carbonated without any unnatural ingredients, it tingles your tongue but won't leave you hungover or jittery.

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#### Psychedelic Water / Functional / Ready-To-Drink



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## Elevate Today Without Stealing Tomorrow



The only beverage to harness the calming & mood boosting powers of the Egyptian Water Lily. Pharaohs treasured this flower for how it soothes the body and mind. Now, thanks to our unique extraction process, you can experience these benefits in a can.

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Blood Orange Sweet Citrus Korean Red Ginseng and Yunnan Black Tea Alcohol-Free I 0.00% ABV



Yuzu Light, Bright & Zesty Ashwagandha and Green Tea Alcohol-Free I 0.00% ABV

TEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
Blood Orange	12oz	\$3.00	\$72.00	24-Pack Case	\$5.00
Yuzu	12oz	\$3.00	\$72.00	24-Pack Case	\$5.00

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# Fun nights Good mornings







# Why Stock Do'Mo?

Consumer research revealed that **55%** of Americans actively want to drink less alcohol but only 22% achieve this.

Either because they miss the effect of alcohol or, in particular, because they don't feel part of a night out.



Currently, your customers only have two options:



sober

Meet **M** the new third option

with all of the buzz and none of the fuzz.

vegan

**35** calories no added sugar zero caffeine

no jitters

no junk

just clean fun!

# Do your non-drinkers tend to leave after just one or two drinks?

Do'Mo is scientifically formulated to get your non-drinkers into a stay-and-play mindset so they don't miss out on a fun night and you don't miss out on the margin!



# **Natural Nootropics**

switch from stress and fatigue to positive vibes and upbeat mood



**Cofactor Nutrients** 

key nutrients required by enzymes along the energy and mood pathways



aka mood foods used to make GABA, serotonin and dopamine

**Absorption Enhancer** accelerates functional ingredient absorption for speedy results

# How to talk to your customers about Do'Mo...

There's a wonderful expression;

## "I ve got my two glass jolly on"

You know that time after a couple of drinks, when you feel happy, confident, relaxed and totally together with your friends?

This is exactly what Do Mo is all about.

Each can contains 7 functional ingredients designed to generate those all-important feelgood factors, so your customers can experience fun nights and good mornings.

# What questions are you likely to be asked about Do'Mo?

Here are the top 4 FAQs to get familiar with and you can find a full set of Do'Mo FAQs at: www.drink-domo.com

#### Of Are there any customers that Do'Mo isn't suitable for?

Do'Mo is not suitable during pregnancy and when breastfeeding.

O3 Does Do'Mo contain any allergens? Do'Mo does not contain any food allergens and is manufactured in a site that is free from allergens.

#### 1 Is Do'Mo suitable with prescribed medications?

Do'Mo is contraindicated with SSRI's, MOA's, and tricyclics. Anyone taking a prescribed medication should check with their prescribing physician before taking Do'Mo.

#### O<sup>4</sup> Can you drink Do'Mo if you are diabetic? Each can of Do'Mo contains 5g to 6g of sugar, from natural grape juice.



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# All of the flavor, none of the headache.



Eighteen Twenty Brewing Co. is Maine's premier non-alcoholic beverage line. Their knowledge and deep history in the craft beer market lends insights and experience that can only come with time.

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gighteen Twens 1820 Brewing / Non-Alcoholic Beer / Portland, ME, USA ving Co wing Co. **All That** Peek Interest Razz So Witty A Better Blonde All That Razz **Peek Interest** Perfectly balanced golden brea Tart and refreshing sour brew with hints American pale ale crafted v Traditional Belgi in-style White with malt and hops. of fresh raspberries of pine and citrus. Non-Alcoholic / <0.05% ABV Non-Alcoholic / <0.05% ABV Non-Alcoholic / <0.05% ABV Non-Alcoholic / <0.05% ABV lighteen Two Rewing Co. Stand Up & Stout **Vienna Suite** Wave Finder

ITEM NAME	UNIT SIZE	\$/UNIT	\$/CASE	CASE SIZE	MSRP
A Better Blonde	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
All That Razz	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
Peek Interest	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
So Witty	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
Stand Up & Stout	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
Vienna Suite	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)
Wave Finder	12oz	\$1.50	\$36.00	24 (4/6)	\$13.49 (6-Pack)

IPA craft beew with a blend of citrue,

hops and malts. Non-Alcoholic / <0.05% ABV

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Rich Vienne and Munich malte and

finished with noble variety hops.

Non-Alcoholic J <0.05% ABV

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Medium-bodied stout-style brew with

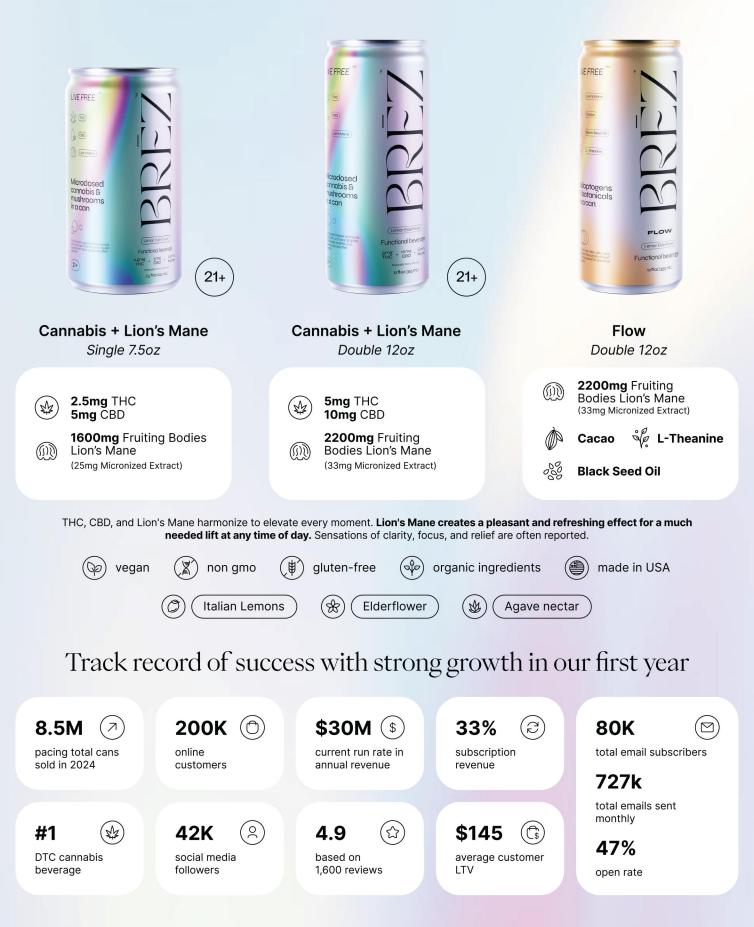
Non-Alcoholic / <0.05% ABV

a roasted malt finish.

BREZ

# The perfect alcohol alternative

Conscious compounds curated for you



©2024, DrinkBrez LLC, All Rights Reserved. WARNING: Keep out of reach of children. FDA has not evaluated this product for safety or efficacy.

# BRĒZ Drinking Evolved

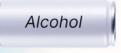
Non-Alcoholic Drinks are trending across the U.S.





# **\$280.2 BILLION**

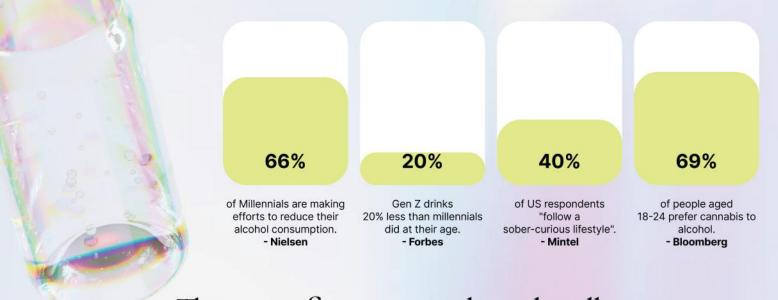
is the estimated U.S. non-alcoholic beverage market size in 2023 and is expected to grow at a compound annual growth rate (CAGR) of **7.4%** from 2024 to 2030.



# 2023

marked the lowest year of beer sales since 1999. The US per capita alcohol volumes fell 4.5% in 2023.

Americans are drinking less, especially the younger generation. Millennials Gen Z are prioritizing mental and physical health over alcohol.



# The most fun you can have legally. No hangovers or regrets.



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NO ALCOHOL CANNABIS FREE

# **CHEERZ** BOOZE-FREE SELTZERS



24PK (6-4PKs) <b>CASE</b>	12 PACK	4 PACK	SINGLE
Wholesale \$40.50 MSRP \$48.00			\$1.68 \$2.49

FLAVORS:

**BANANA TAFFY** 

**ORANGE JASMINE** 

**PURPLE ROSE** 

**CREME DE LA CREME** 

UP TO 9 CASES, 10\$/CASE SHIPPING 10+ CASES GETS FREE SHIPPING 20+ CASES GETS 10% OFF PLUS FREE SHIPPING

# MANUFACTURED BY **MGHTYKIND**...COMPANY...

# WHOLESALE INFORMATION



# MIGHTY KIND CBD CANNABIS SELTZERS

24PK (6-4PKs) CASE	12 PACK	4 PACK	SINGLE
Wholesale \$67.00 MSRP \$77.00	\$33.48 \$40.00		

FLAVORS:

CANNABIS SELTZER ORANGE DREAM CBD:20MG

CHERRY BLOSSOM

**HEADY LEMON** 

VIOLET MANGO

**ORANGE DREAM** 

THC (DELTA-9)	MIGHTY KIND THC CANNABIS SELTZERS								
RELEASE AND	THC 5MG								
	24PK (6-4PKs) <b>CASE</b>	12 PACK	4 PACK	SINGLE					
	Wholesale \$83.20 MSRP \$116.00	\$41.60 \$60.00	<b>\$13.87</b> \$18.00	<b>\$3.47</b> \$5.99					
SELTZER WATERMELON	FLAVORS:								
LESTIAN 2N BY VULUE	WATERMELON ROOT BEER								
	PINEAPPLE								

	THC 10MG								
	24PK (6-4PKs) CASE	12 PACK	4 PACK	SINGLE					
	Wholesale \$112.00 MSRP \$155.00	<b>\$55.92</b> \$85.00	<b>\$18.67</b> \$30.00	<b>\$4.66</b> \$7.99					
	FLAVORS:								
	CHERRY BLOSSOM								
	MANGO DREAM								
	PEACH BUZZ BANANA KUSH								

THC	MIGHTY KIND THC							
(DELTA-9)	CANNABIS SODAS							
SWEET SODA-	<b>THC 10MG</b> 24PK (6-4PKs) <b>CASE</b>	12 PACK	4 PACK	SINGLE				
MADE WITH PURE CANE SUGAR	Wholesale \$112.00	\$55.92	\$18.67	\$4.66				
	MSRP \$155.00	\$85.00	\$30.00	\$7.99				
ROOT BEER	FLAVORS: root beer lemon lime							

UP TO 9 CASES, 10\$/CASE SHIPPING 10+ CASES GETS FREE SHIPPING 20+ CASES GETS 10% OFF PLUS FREE SHIPPING

# **Classic Cocktails Reimagined.**

# The Future of Drinking is Here.



- MSRP \$5 / CAN
- 12OZ SLEEK CANS
- 24 CANS / CASE
- 11MG CBD
- 40-50 CALORIES / SERVING
- ALL NATURAL
- REAL FRUIT JUICE
- 0% ALCOHOL, 100% DELICIOUS

Imagine relaxing with your favorite cocktail, but without the alcohol. Jeng Sparkling CBD Cocktails are mixologist-inspired, all natural, low in sugar, and zero proof.

With 11mg broad spectrum CBD, you can enjoy all the good feelings and great taste of a premium cocktail minus the hangover.











Alcohol-Free

Quality Tested

Ingredients

Fruit Juice

Born in Montauk

Vegan Plant-Based Gluten-Free

Kosher





All Natural

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# 11mg Broad Spectrum CBD













# **Moscow Mule**

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 40 | Alcohol - 0% Filtered carbonated water, organic sugar, citric acid, natural ginger extract, natural lime extract, natural juniper berry extract, organic hemp extract, organic monk fruit, sea salt.

# Paloma

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 50 | Alcohol - 0% | Juice - 2% Filtered carbonated water, cane sugar, pink grapefruit juice concentrate, natural grapefruit extract with other natural flavors, citric acid, natural juniper extract, natural rosemary extract, organic hemp extract, organic monk fruit, sea salt.

# Jeng & Tonic

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 40 | Alcohol - 0% Filtered carbonated water, organic sugar, natural lime extract, natural flavors (contains quinine), citric acid, natural juniper extract, organic hemp extract, organic monk fruit, sea salt.



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24-Pack Case Pricing - \$72.00 | MSRP - \$5 /Can Contact Email: partners@zeroproofguide.com Full portfolio: www.wholesale.zeroproofguide.com



# Microdose Magic.

# Classic Cocktails Reimagined.



- 12OZ SLEEK CANS
- 24 CANS / CASE
- 84 CASES / PALLET
- 3MG HEMP-DERIVED THC + 6MG CBD
- 40-50 CALORIES / SERVING

Tested

- ALL NATURAL
- REAL FRUIT JUICE
- 0% ALCOHOL, 100% DELICIOUS
- MADE IN USA

Imagine relaxing with your favorite cocktail, but without the alcohol, Jeng Sparkling Hemp-Infused Cocktails are mixologist-inspired, all natural, with real fruit juice, and contain no preservatives.

With a microdose of legal hemp-derived THC (Delta-9), you can now enjoy all the great taste and good feelings of a premium cocktail minus the hangover.









Real Ingredients Fruit Juice















24-Pack Case Pricing - \$72.00 | MSRP - \$5 /Can Contact Email: partners@zeroproofguide.com Full portfolio: www.wholesale.zeroproofguide.com



# 3 MG Hemp-Derived THC + 6 MG CBD



#### Jeng & Tonic

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 40 | Alcohol - 0% Filtered carbonated water, organic sugar, natural lime extract, natural flavors (contains quinine), citric acid, natural juniper berry extract, organic hemp extract, organic hemp-derived THC, organic monk fruit, sea salt.

#### Paloma

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 50 | Alcohol - 0% | Juice - 2%

Filtered carbonated water, organic sugar, pink grapefruit juice concentrate, natural grapefruit extract with other natural flavors, citric acid, natural juniper extract, natural rosemary extract, organic hemp extract, organic hemp-derived THC, organic monk fruit, sea salt.

#### Moscow Mule

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 40 | Alcohol - 0% Filtered carbonated water, organic sugar, citric acid, natural ginger extract, natural lime extract, natural juniper berry extract, organic hemp extract, organic hemp-derived THC, organic monk fruit, sea salt.

### Spicy Blood Orange Margarita

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 50 | Alcohol - 0% | Juice - 8%

Filtered carbonated water, organic sugar, blood orange juice concentrate, natural flavors, natural lime extract, citric acid, natural juniper extract, natural jalapeno extract, organic hemp extract, organic hemp-derived THC, organic monk fruit, sea salt.

#### Lemon Basil Gimlet

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 40 | Alcohol - 0% | Juice - 2%

Filtered carbonated water, organic cane sugar, lemon juice concentrate, citric acid, natural basil extract, natural lemon extract, naturall lime extract, organic broad spectrum CBD, organic hemp-derived THC, organic monkfruit, sea salt.

#### **Rhubarb Cucumber Spritz**

Per 8oz Serving: Sugar - 9g | Carbs - 10g | Calories - 50 | Alcohol - 0% | Juice - 8%

Filtered carbonated water, organic sugar, strawberry juice concentrate, citric acid, natural rhubarb extract with other natural flavors, natural cucumber extract, natural juniper berry extract, natural lime extract, organic hemp extract, organic hemp-derived THC, organic monk fruit, vegetable juice for color, sea salt.



Ask about our custom display.



# QUICK IGETHI CREATIONS

# 5 EASY RECIPES TO TRY TODAY

Discover the simplest and most refreshing Igethi cocktail recipes to elevate your summer! These five easy-to-make drinks are perfect for beginners or anyone seeking quick, flavorful creations.





## QUICK ONSET TIME

A good time in no time. Feel a gentle lift within 15 minutes.

## NO HANGOVERS

A light, lively buzz without all the boozy after effects.

## LIQUID LAUGHS

Create unforgettable moments of joy and connection!

# HIGHBALL

**INGREDIENTS:** 2oz IGETHI, Ginger Ale or Club Soda, Optional: Lime Juice (0.25oz) **STEPS:** Build in glass, fill with ice.

GARNISH: Orange swab.

# MOJITO

**INGREDIENTS:** 1.5oz Igethi, 0.75oz Lime Juice, 8-10 Mint Leaves, Optional: 0.25oz Mint Syrup.

**STEPS:** Muddle mint, shake, and strain over ice into a rocks glass. **GARNISH:** Mint bouquet.





**CONSUMPTION GUIDANCE**: Begin with a small serving, as effects vary by tolerance, and expect to enjoy a smooth, relaxing sensation lasting 2-4 hours.

MIXING POSSIBILITIES: Pair IGETHI with other spirits if desired, but remember to be mindful of combined effects.

STORAGE: For best results, store in a cool, dark place away from children and pets.



# FREQUENTLY ASKED QUESTIONS



### HOW IS DELTA 9 THC LEGAL?

Under the 2018 Farm Bill, products containing Delta 9 THC are legal on a federal level in the US, provided they meet the following conditions.

- · The Delta 9 THC is derived from hemp
- · Products contain 0.3% or less of THC by dry weight
- Following the federal legalization of hemp for industrial purposes, Nevada followed up with similar state legislation authorizing the commercialization of Delta 9 THC products. Senate Bill 209 was signed into law in 2019, which authorized the Nevada Department of Agriculture to administer a state hemp program and accordingly legalize industrial hemp in consumer products, as well as its large-scale growing and production.

#### THE 2018 FARM BILL

The 2018 Farm Bill authorized the widespread production of hemp derived products on a federal level, and removed hemp from the DEA (Drug Enforcement Administration) list of Controlled Substances. This Bill differentiated industrial hemp from marijuana, which is cultivated for its high THC content. Federally legal hemp products, according to the Farm Bill, must contain less than 0.3% of THC by dry weight, and the source of THC must be industrial hemp.

Even though hemp is legal on a federal level, each state can determine which hemp-derived products are legal in said state. For example, Delta 8 gummies are legal on a federal level but illegal in a number of states. The 2018 Farm Bill gives states the authority to submit plans to the United States Secretary of Agriculture in order to have primary regulatory control over the production of hemp within their borders. The plans must include procedures for tracking the land on which hemp will be grown, as well as testing, disposal, enforcement, inspection, and certification procedures.

#### NEVADA SENATE BILL 209

Personal THC consumption was legalized in Nevada in 2017, ending cannabis prohibition and replacing it with a system to tax and regulate cannabis for adults 21 and over.

Following the Agricultural Act of 2018 ("2018 Farm Bill"), which legalized CBD and hemp production nationally by removing hemp and its derivatives (Cannabis sativa-L containing no more than 0.3% THC) from the Controlled Substances Act, Nevada chose to legalize the production and sale of certain hemp-derived THC and CBD products.

Brand Name	Product Name	Case Size	Wholesale Price (Per Case)	Wholesale Per Unit	Retail (Per Can / Bottle)	Additional Information
1820 Brewing	A Better Blonde	_ 24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	All That Razz	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	Peek Interest	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	So Witty	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	Stand Up & Stout	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	Vienna Suite	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
1820 Brewing	Wave Finder	24-Pack Case	\$ 36.00	\$ 1.50	\$ 3.99	Order Wholesale Here
Bare Zero Proof	Bourbon Whiskey	6-Pack Case	\$ 150.00	\$ 25.00	\$ 39.99	Order Wholesale Here
Bare Zero Proof	Carribean Gold Spiced Rum	6-Pack Case	\$ 150.00	\$ 25.00	\$ 39.99	Order Wholesale Here
Bare Zero Proof	Classic Gin	6-Pack Case	\$ 150.00	\$ 25.00	\$ 39.99	Order Wholesale Here
Bare Zero Proof	Reposado Style Tequilla	6-Pack Case			\$ 39.99 \$ 39.99	
Bare Zero Proof	Rum Blanco		· · · · · · · · · · · · · · · · · · ·	\$ 25.00		Order Wholesale Here
Bolle	Blanc de Blancs	6-Pack Case	\$ 150.00	\$ 25.00	\$ 39.99	Order Wholesale Here
Bolle		12-Pack Case	\$ 234.00	\$ 19.50	\$ 29.99	Order Wholesale Here
	Rosé	12-Pack Case	\$ 234.00	\$ 19.50	\$ 29.99	Order Wholesale Here
Boresso Wines	BORESSO EXTRA DRY Sparkling	6-Pack Case	\$ 105.00	\$ 17.50	\$ 25.99	Order Wholesale Here
Brez	Flow - Lion's Mane 12oz	24-Pack Case		\$ 3.00	\$ 5.00	Order Wholesale Here
Brez	Lemon Elderflower 7.5 oz	24-Pack Case	\$ 96.00	\$ 4.00	\$ 7.00	Order Wholesale Here
Brez	Lemon Elderflower 12 oz	24-Pack Case	\$ 96.00	\$ 4.00	\$ 7.00	Order Wholesale Here
Drømme	Drømme Awake	6-Pack Case	\$ 132.00	\$ 22.00	\$ 38.99	Order Wholesale Here
Drømme	Drømme Calm	6-Pack Case	\$ 132.00	\$ 22.00	\$ 38.99	Order Wholesale Here
Hedlum Brewing	Easy Down Lager	24-Pack Case	\$ 36.50	\$ 1.50	\$ 3.99	Order Wholesale Here
Hedlum Brewing	Juicy Boom IPA	24-Pack Case	\$ 36.50	\$ 1.50	\$ 3.99	Order Wholesale Here
Hedlum Brewing	Rouge Wave IPA	24-Pack Case	\$ 36.50	\$ 1.50	\$ 3.99	Order Wholesale Here
Igethi	Micro Dose 2mg	6-Pack Case	\$ 150.00	\$ 25.00	\$ 50.00	Order Wholesale Here
Igethi	Elevated Dose 5mg	6-Pack Case	\$ 225.00	\$ 37.50	\$ 75.00	Order Wholesale Here
Jeng	CBD Infused Jeng & Tonic	24-Pack Case	\$ 72.00	\$ 3.00	\$ 5.00	Order Wholesale Here
Jeng	CBD Infused Moscow Mule	24-Pack Case	\$ 72.00	\$ 3.00	\$ 5.00	Order Wholesale Here
Jeng	CBD Infused Paloma	24-Pack Case	\$ 72.00	\$ 3.00	\$ 5.00	Order Wholesale Here
Kava Haven	Kava-Infused Non-Alcoholic Spirit	12-Pack Case	\$ 348.00	\$ 29.00	\$ 44.99	Order Wholesale Here
Lily	Blood Orange	24-Pack Case	\$ 72.00	\$ 3.00	\$ 5.00	Order Wholesale Here
Lily	Yuzu	24-Pack Case	\$ 72.00	\$ 3.00	\$ 5.00	Order Wholesale Here
Little Saints	St. Ember (New Label)*	4-Pack Case	\$ 120.00	\$ 30.00	\$ 49.99	Order Wholesale Here
Little Saints	St. Juniper	4-Pack Case	\$ 120.00	\$ 30.00	\$ 49.99	Order Wholesale Here
Mighty Kind	Cherry Blossom (CBD Only)	24-Pack Case	\$ 3.00	\$ 72.00	\$ 3.99	Order Wholesale Here
Mighty Kind	Violet Mango (CBD Only)	24-Pack Case	\$ 3.00	\$ 72.00	\$ 3.99	Order Wholesale Here
Mighty Kind	Rootbeer (5 mg)	24-Pack Case	\$ 3.70	\$ 88.80	\$ 5.00	Order Wholesale Here
Mighty Kind	Watermellon (5 mg)	24-Pack Case	\$ 3.70	\$ 88.80	\$ 5.00	Order Wholesale Here
Mighty Kind	Bannana Kush (10 mg)	24-Pack Case	\$ 5.00		•	Order Wholesale Here
Mighty Kind	Peach (10 mg)	24-Pack Case	\$ 5.00			Order Wholesale Here
Noughty	Blanc	6-Pack Case	\$ 105.00			Order Wholesale Here
Noughty	Rosé	6-Pack Case	\$ 105.00 \$ 105.00			Order Wholesale Here
Noughty	Rouge	6-Pack Case	· · · · · · · · · · · · · · · · · · ·		\$ 24.99 \$ 24.99	
Noughty	Sparkling Chardonnay					
		6-Pack Case	\$ 105.00		\$ 24.99	Order Wholesale Here
Noughty Reveladable Water	Sparkling Rosé	6-Pack Case	\$ 105.00		\$ 24.99 \$ 5.00	Order Wholesale Here
Psychedelic Water	Blackberry + Yuzu	12-Pack Case	\$ 33.00		\$ 5.00	Order Wholesale Here
Psychedelic Water	Hibiscus + Lime	12-Pack Case	\$ 33.00		\$ 5.00	Order Wholesale Here
Psychedelic Water	Orange + Vanilla	12-Pack Case	\$ 33.00		\$ 5.00	Order Wholesale Here
Psychedelic Water	Prickly Pear	12-Pack Case	\$ 33.00		\$ 5.00	Order Wholesale Here
Roots Divino	Bianco	9-Pack Case	\$ 267.12			Order Wholesale Here
Roots Divino	Rosso	9-Pack Case	\$ 267.12	\$ 29.68	\$ 38.99	Order Wholesale Here
Semiplume	Sparkling Brut	12-Pack Case	\$ 222.00	\$ 18.50	\$ 24.99	Order Wholesale Here
Semiplume Can	Sparkling Brut	24-Pack Case	\$ 126.00	\$ 5.25	\$ 6.25	Order Wholesale Here
Seraphim	Cassia	6-Pack Case	\$ 144.00	\$ 24.00	\$ 38.99	Order Wholesale Here
Seraphim	Cacao	6-Pack Case	\$ 144.00	\$ 24.00	\$ 38.99	Order Wholesale Here
Simple Times Mixers	Blueberry Basil Lemonade	6-Pack Case	\$ 78.00	\$ 13.00	\$ 19.99	Order Wholesale Here
Simple Times Mixers	Blood Orange Margerita	6-Pack Case	\$ 78.00	\$ 13.00	\$ 19.99	Order Wholesale Here
Simple Times Mixers	Pineapple Jalepeno	6-Pack Case	\$ 78.00			Order Wholesale Here

Soulhum	Uplift	12-Pack Case	\$ 326.00	\$ 27.50	\$ 39.99 Ord	der Wholesale Here
Soulhum	Unwind	12-Pack Case	\$ 326.00	\$ 27.50	\$ 39.99 Ord	der Wholesale Here
Tenneyson	Black Ginger	6-Pack Case	\$ 160.00	\$ 26.50	\$ 39.99 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Agave Margarita 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Agave Margarita 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Bouquet 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Bouquet 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Bloody Mary 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 Ord	der Wholesale Here
With Co. Cocktails	Bloody Mary 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Ellis Old Fashioned 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Ellis Old Fashioned 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Espresso Martini 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Ginger Mule 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Ginger Mule 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Hey Girl 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Hey Girl 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Honey Sour 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 <u>Ord</u>	der Wholesale Here
With Co. Cocktails	Honey Sour 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 Ord	der Wholesale Here
With Co. Cocktails	Paloma 16 Oz	6-Pack Case	\$ 60.00	\$ 10.00	\$ 20.00 Ord	der Wholesale Here
With Co. Cocktails	Paloma 750ML	6-Pack Case	\$ 78.00	\$ 13.00	\$ 25.00 Ord	der Wholesale Here





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