



Manzanita Petroselinum

MINDFUL

Lifestyle

DRINKING



Entertaining & Lifestyle

Expert

AUTHOR OF

The Wine Club, A Month- By-Month Guide To Learning About Wine With Friends

The Cocktail Club, A Year Of Spirited Tasting Parties

Zero Proof Drinks & More

THE ULTIMATE HOSTESS

Appears on NBC's Today Show, Access Hollywood, Local Now, CNN, FOX, ABC, CBC, thekitchn.com, today.com and many more.



TODAY'S ZERO PROOF CULTURE

US MARKET

71 N/A Spirits
Brands
Sales volume grew
289% CAGR
(compound annual
growth rate)
between 2016 and
2020, and 78.9% last
year alone

GLOBAL VIEW

115 N/A brands
Alcohol Free beer in
Prague
Low ABV- Aperol
Spritz, Campari &
Soda
NA bars around the
world from Tokyo
to Maine

TERMINOLOGY

Mindful Drinking
Sober Curious
Zero Proof
No Proof
Sprit- Free
N/A
AF
Alcohol Free
Mocktail
Low ABV
Session Cocktails



WHY ZERO PROOF?

REASONS NOT TO DRINK ALCOHOL

Health

Religion

Good Night Sleep

Drinking TOO Much

HOW DRINKING LESS CAN BECOME A SUSTAINABLE LIFESTYLE

No More Shirley
Temples

Explore the 5 Senses

Not Just a Gimic-
Dry January, Sober
October, Swimsuit
Season

Make it an
Indulgence

HIGHER EDUCATION

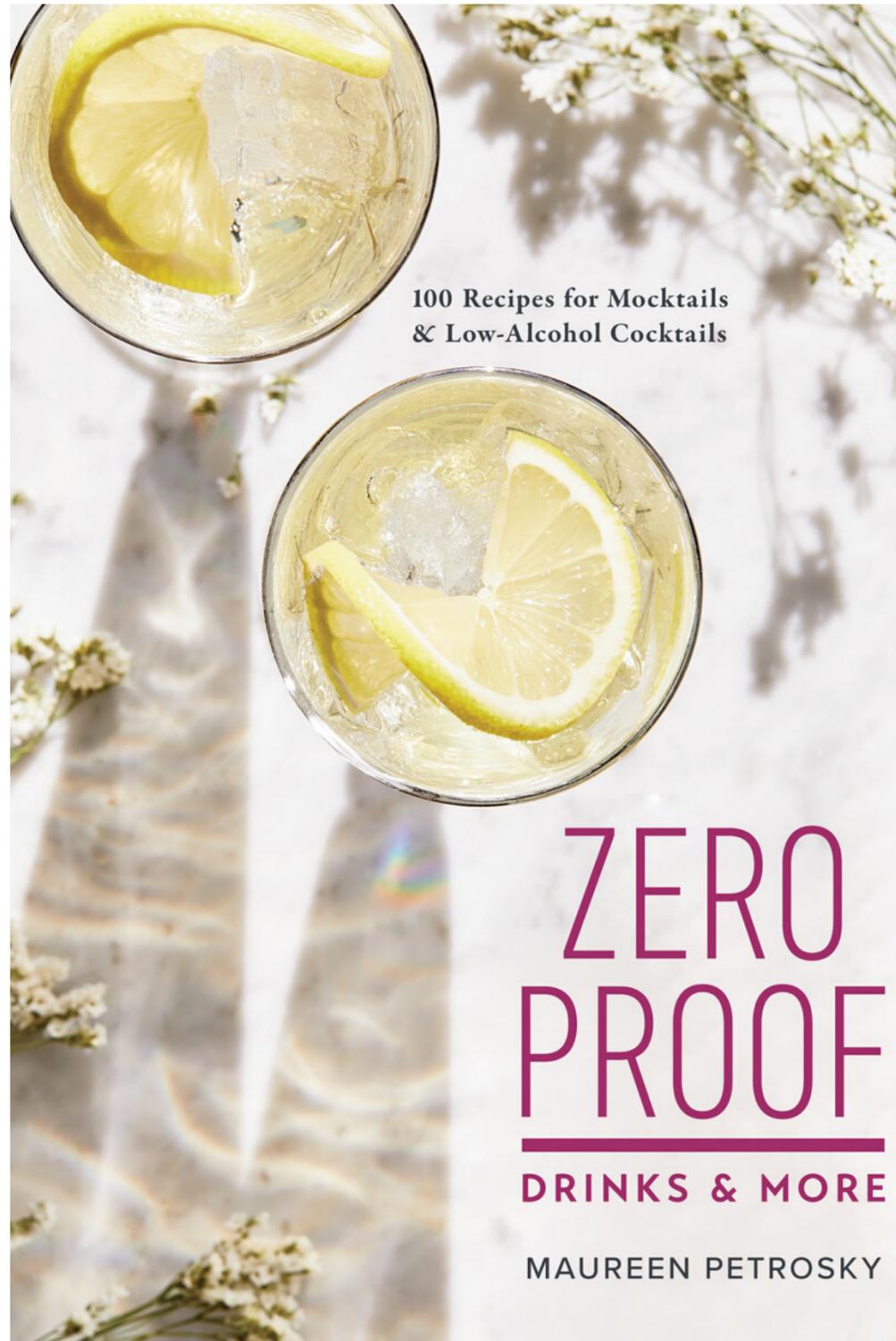
The burden should
not be on the guest
but on the host and
hospitality industry.

LOW ABV

A.K.A SESSION COCKTAILS- CAN BE ENJOYED DURING THE DAY, WITHOUT HUGE ALCOHOL INTAKE AND WITHOUT A WICKED HANGOVER

- *WINE AND BEER GOOD BASES
- *START WITH BITTER
- *USE N/A MIXERS- CLUB, SELTZERS, TONIC
- *FLAVORED SPIRITS
- *GET LESS ABV BY ADDING MORE WATER TO YOUR GLASS- ICE OR SPARKLING WATER





PANDEMIC PROOF

Not just for non- drinkers-
today it is totally acceptable-
even cool NOT to drink.



66% of drinkers between 21 and 34 years of age are actively seeking to cut down their alcohol consumption.



CLINK!

Let's Get Started
with Shakes
& Syngams





APRICOT FLIP

Ice Cubes

3 ounces apricot juice

1 1/2 oz aquafaba

1 ounce lemon lime shrub

1/2 ounce vanilla or almond syrup

1 ounce club soda

1 sprig fresh thyme

1. Fill a cocktail shaker halfway with ice and add all ingredients except the club soda.
2. Shake until chilled and foamy. Add club soda and stir.
3. Strain into a glass.
4. Using a spoon, take the froth and top the cocktail. Garnish with thyme.

MAUREEN PETROSKY LIFESTYLE

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