bar & restaurant



Leveraging the Non-Alcoholic Beverage Movement to Boost Your Bottom Line

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People are drinking less alcohol than in previous years and bars and restaurants are feeling the impact, both in terms of their bottom line and their ability to offer a range of beverage options to satisfy those consumers. This shift in consumer spending has caused many establishments to rethink their traditional menus and offerings to soften the impact of reduced alcohol sales and remain competitive in a health-conscious and diverse market. Thankfully, there is a solution: non-alcoholic beverages.

In 2022, sales of low and zero alcohol grew by more than 7% in volume across 10 key global markets, resulting in more than $11 billion in market value (IWSR Drink Analysis). Category consumption is expected to increase by a third by 2026 (IWSR Drink Analysis) and is a quickly growing market that can help propel sales. Four in five buyers of non-alcoholic beer, wine, or spirits also purchase alcohol-containing beer, wine, or spirits (IWSR Drink Analysis). And, 52% of adults are actively trying to drink less while 30% don't drink at all (Forbes).

This trend towards non-alcoholic beverages is being driven by a number of factors, including:

The rise of the wellness movement. People are increasingly interested in living a healthy lifestyle and non-alcoholic beverages are seen as a way to do that.

The rise of the "sober curious" movement. This movement is made up of people who are curious about what it would be like to live without alcohol. They may be concerned about the health risks of alcohol, or they may simply be looking for a more mindful and intentional way to live.

Non-alcoholic beverages appeal to practically everyone and these sober-curious consumers are leading the charge. People want to have a good experience without the alcohol, so they're not changing the socializing aspect—they're changing what's in the glass.

So how can you take advantage of the movement?



Partner with Ritual Zero Proof

Ritual Zero Proof is America's first and #1 non-alcoholic spirits brand by dollar sales, with 29% market share over the last 52 weeks (Nielsen). As pioneers in the category, Ritual serves over 3,500 accounts, primarily in the hospitality sector, encompassing hotels, bars, and restaurants. Ritual increases profitability through the promotion of non-alcoholic beverages. Here, they offer some valuable tips to help you quickly boost your sales:

1. Make Every Seat Count and Increase Revenue

Consider this example:

A couple goes out to dinner. He's drinking. She's pregnant. Without non-alcoholic options, she orders a soda and lime. He sticks to one scotch because he's driving.

Here's the same situation with non-alcoholic options. She orders two Ritual Gin & Tonics. He orders the scotch, then a Ritual Manhattan. Same couple, but nearly a 30% higher tab with a Ritual (non-alcoholic) option. Plus, 82% of non-alcoholic consumers also drink alcohol – making Ritual the perfect third drink for when you're ready to downshift, but still want to be part of the party.

2. It's a Partnership, not a Competition

Non-alcoholic beverages work hand-in-hand with alcoholic beverages, not at odds. The goal is not to replace alcohol, but to supplement it. Having a combination of alcoholic and non-alcoholic drinks in the same trip can serve both drinkers and non-drinkers in the same party. Non-alcoholic beverages on the menu can also help to destigmatize non-drinkers and make them feel more at ease.

3. Take Advantage of the Movement Here's how:

Menu placement

Approximately 7 out of 10 guests use menus to drive their decision. Presenting Ritual Zero





Proof as a non-alcoholic option on the menu triples velocity, while ensuring every guest feels included. Just like every menu needs vegetarian options, every cocktail list needs non-alcoholic options. Non-alcoholic beverages should be prominently displayed on the menu, with clear descriptions.

Staff training/Education

Your employees can't sell what they don't know. Restaurant staff should be knowledgeable about the non-alcoholic beverage options on the menu and be able to recommend drinks with confidence that appeal to a more inclusive range of customers. Highlighting the non-alc menu can be as easy as talking about a new wine or beverage option. And as simple as Ritual is to use, a brief staff training from the Ritual team will dramatically increase cocktails sold. The average increase in sales volume after a 15-minute staff training is 34%.

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Specialty drinks

Restaurants can offer specialty non-alcoholic drinks that are as creative and appealing as alcoholic cocktails. Some examples include:

1. **Salty Dog at Gordon Ramsay Burger** (Ritual Gin Alternative, ruby red grapefruit, lime juice)
2. **Mojito at Chicago Athletic Assoc.** (Ritual Rum Alternative, soda water, mint, lime wedges)
3. **Pack Your Bags at The Kitchen** (Ritual Whiskey Alternative, passion fruit syrup, lemon juice, amaro soda, lemon peel)
4. **Citrus Ritual at Armitage Alehouse** (Ritual Tequila Alternative, blood orange, lime, mint, club soda)

Partnerships

Restaurants can partner with non-alcoholic beverage brands to offer exclusive drinks. For example, Death & Co offers non-alcoholic drinks on their menu alongside alcoholic beverages. Ritual Zero Proof is featured on the menu at many of their locations, including these original cocktails on their Los Angeles menu:

- **Upstream Color** (Ritual Zero Proof Aperitif, Seedlip Grove, Grapefruit Soda, Lyre's Classico N/A Sparkling)
- **Osprey** (Ritual Zero Proof Rum, Lyre's White Cane Spirit, Lime, Honey, Calamansi, Blanc Verjus)
- **Nothing Gold** (Lyre's Highland Malt, Ritual Zero Proof Whiskey, Optimist Smoky, Cinnamon, All the Bitter Alcohol-Free Bitters)



Conclusion

The non-alcoholic beverage movement is here to stay, and restaurants that offer a wide variety of these drinks are well-positioned to succeed.

By prominently displaying non-alcoholic beverages on the menu, training staff on these drinks, and offering specialty drinks, restaurants can increase sales and retain current customers while attracting new ones.

Non-alcoholic beverages can help restaurants attract a wider range of customers.

Offering non-alc beverages can also create a more inclusive and welcoming atmosphere for customers and staff.

Next Steps

Restaurants and bars that want to take advantage of the booming market segment growth can do a few things with the assistance of Ritual Zero Proof.

Book an Educational Training Session

A brief 15-minute training from the Ritual team can increase your sales volume by 34% on average, immediately and forever. The Ritual team can also help talk through menu placement of non-alcoholic drinks for maximum impact.

Order Free Samples and Talk to a Ritual Salesperson

Non-alcoholic drinks taste as good as alcoholic beverages, but don't take our word for it. Order free samples of Ritual Zero Proof to try for yourself and talk with the Ritual sales team about opportunities to partner.

Success Stories

Here's a few success stories from restaurants that have partnered with Ritual Zero Proof to include non-alcoholic options on their menu—and increased their sales!

An Interview with Chris Marshall, Founder of Sans Bar in Austin, Texas

Chris Marshall is the visionary founder of Sans Bar. He is a renowned mental health advocate and writer who has dedicated his career to building inclusive, alcohol-free communities. Chris has been alcohol-free since 2007 and began his work as a Substance Use counselor in 2009. His passion for supporting those in recovery led him to create Sans Bar in 2017, a groundbreaking alcohol-free space and community based in Austin, Texas.

Q. As a booze-free bar, how do you put your menu together and what things do you take into consideration?

When putting together our menu at Sans Bar, we take a thoughtful and seasonal approach. We carefully curate our offerings based on the time of year, considering the flavors and ingredients that align with each season. Additionally, we pay close attention to what our guests are seeking and the experiences they're looking for. One of our main priorities is to infuse our local Southern essence into the non-alcoholic beverages we provide. This helps us create a unique and authentic experience for our customers while ensuring they have a variety of refreshing and flavorful options to choose from.

Q. How do you educate your staff about zero-proof alcohol so that they can properly recommend drinks to customers?

Certainly, at Sans Bar, we're fortunate to collaborate closely with various beverage brands in the non-alcoholic space. As the non-alcoholic movement is still in its early stages, we take the time to connect directly with creators of these brands. This allows us to gain an in-depth understanding of their production processes, including their distillation and production methods. By having these insights, we're better equipped to educate our team about the intricacies of zero-proof alcohol options. Our philosophy revolves around being more than just a bar; we see ourselves as educators and intermediaries between the innovative beverage brands and the curious consumers who frequent our establishment. This knowledge-sharing approach empowers our staff to confidently recommend drinks that align with each customer's preferences and interests. Ultimately, our goal is to foster a welcoming environment where our patrons can explore and appreciate the world of non-alcoholic beverages with confidence and enthusiasm.

Q. How do you ensure that your zero-proof drinks are as flavorful and complex as alcoholic drinks?

When it comes to ensuring the exceptional flavor and complexity of our zero-proof drinks, our advantage lies in the expertise and dedication of our team. With a highly knowledgeable group of bartenders led by our award winning bar manager Val, who boasts over 8 years of experience at some of Austin's most exclusive establishments, we're well-equipped to craft cocktails that mirror the intricacy and balance of traditional alcoholic

beverages. By harmonizing local Texas flavors with the latest movements in cocktail craftsmanship, we're able to create a fusion that encapsulates both tradition and modernity. This approach allows us to deliver zero-proof drinks that not only match the depth and richness of alcoholic counterparts, but also feature a distinct character that resonates with the evolving preferences of today's NA enthusiasts.

Q. What has the difference been to your sales since working with Ritual Zero Proof on menu placement and staff education?
Ritual Zero Proof has revolutionized both the non-alcoholic industry and our downtown Austin bar. By providing non-alcoholic alternatives to whiskey, rum, tequila, gin, and a delightful new aperitivo, we cater to adults seeking sophisticated beverages with complexity and nuance, steering clear of the all too common sweetness found in some non-alcoholic drinks. Ritual's education has propelled us to local leadership, generating excitement for the non-alcoholic movement. Our success owes a great deal to Ritual Zero Proof, playing a pivotal role in shaping our offerings and impact.

Q. What advice would you give to other bar owners who are looking to join the zero-proof alcohol movement?
For those aiming to enhance their non-alcoholic offerings, my advice to bartenders and bar owners would be to consider brands like Ritual Zero Proof. These brands provide alternatives that make it easy to translate traditional cocktail recipes into non-alcoholic versions, offering an array of options for those who prefer not to



consume alcohol. To maximize the success of these options, strategic menu placement is crucial. Position your non-alcoholic drinks prominently on the menu to capture attention. Encourage patrons to explore these beverages, especially during happy hours, when they might be more open to trying something new. Additionally, it's important to price non-alcoholic cocktails on par with their alcoholic counterparts. This approach fosters inclusivity, affirming that individuals who opt not to drink alcohol deserve an equally exceptional and elevated drinking experience. By implementing these tips, you'll not only attract a broader customer base but also create an atmosphere where everyone can savor sophisticated beverages, irrespective of their alcohol preferences.

An Interview with Jody Richardson, General Manager at Mon Ami Gabi, located in Chicago, in Lincoln Park's historic Belden Stratford.

Mon Ami Gabi opened in 1998 in Lincoln Park's historic Belden Stratford. We just celebrated our 25th anniversary and were awarded Chicago Magazine's Top 50 dishes, featuring our Roast Chicken Grand Mere. Most recently, CS magazine named us Chicago's top French bistro, as we sit on the edge of Lincoln Park, across from the Conservatory and Lincoln Park Zoo. Our focus is traditional French cuisine with a nod to classic cocktails and traditional French wines.

Q. How has the zero-proof alcohol movement impacted your business?

We have been receiving requests for non-alcoholic cocktails for a few years. In the past we featured a house mocktail, which was a juice-based cocktail, but I feel like NA spirits have come a long way in the last three years. And with our last menu change, we stepped it up and added two Ritual based mocktails.

Q. How do you market your bar to attract both sober and non-sober customers?

The big push for NA drinks comes every January so our marketing team's focus is to highlight our different options, even though they are available year-round. Additionally, with baby showers and other family events, NA cocktails are an excellent addition to the menu package.

Q. How do you ensure that your zero-proof drinks are as flavorful and complex as alcoholic drinks?

Honestly, I use actual cocktail builds or recipes and substitute in non-alcoholic replacements. It sounds simple enough, but I think many people over think it when you can start with a solid juice-based cocktail, like a Mai Tai and swap out the rum with Ritual Rum to make a delicious, healthier option. I used the same principle for our Mockarita, starting with a lime juice base, adding in the Ritual Tequila and spicing it up with jalapeno simple syrup.

Q. What has the difference been to your sales since working with Ritual Zero Proof on menu placement and staff education?

People quit drinking for a variety of reasons, so offering a basic juice-based mocktail is easy but not exactly the "healthier" option most people are seeking, since it is all sugar. The NA Ritual-based cocktail offers more flavor and variety, so we saw an immediate increase in NA cocktail sales. We did a staff tasting to roll out the cocktails and everyone was really impressed by the flavor profile. We sampled a few different brands including some herb-based and dealcoholized options so the staff can appreciate the different components and flavors.

Q. What advice would you give to other bar owners who are looking to join the zero-proof alcohol movement?

Don't overthink it and consider the variety of reasons that people quit drinking or even just take a break from alcohol. Just because someone gives up alcohol doesn't mean they have to sacrifice flavors and options, but adding a couple of options to your repertoire only broadens your audience. It is a simple but inclusive gesture, and ultimately helps your audience.



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