



## Innovative Ingredients

Blood Orange | Ginger Ale | Grapefruit | Lychee | Coconut Water | Salt | Tonic | Apple Cider | Cider | Pear | Herbs

## Trendy Main Stream Ingredients

Cranberry | Agave | Cranberry Apple | Grenadine | Lavender | Lemon | Pomegranate | Basil

## Proven Ingredients

Mango | Mint | Coconut | Pineapple | Ginger | Strawberry | Passion Fruit | Peach | Raspberry | Blueberry

### Boost Your Game With Non-Alcoholic Drinks

#### Highlight 4–6 Favorites

Give your best mocktails a top spot on the menu so guests can find them easily.

#### Mix It Up Seasonally

Change up drinks with the seasons to keep things fresh and exciting.

#### Train Staff to Share the Story

Teach servers to talk about flavors, how drinks are made, and their health perks with energy and confidence.

#### Smart Pricing

Price drinks for a solid profit (aim for 65–75%) but keep them affordable so more guests say yes.

These trends underscore a growing consumer shift toward non-alcoholic options, reflecting increased interest in health-conscious and alternative beverage choices.

**65%**↑

of Gen Z intend to reduce their alcohol intake in 2025

WSJ Feb 1, 2025

**33%**↑

increase in sales of NA beverage sales in 2024

FoodNavigator

**70%**↑

average gross profit dollars on NA beverages

Restaurant News

**9.6%**↑

YOY increase in Mocktail menu references

Technomic's Ignite Menu data

**RECIPES** ▶

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## NON-ALCOHOL (NA)

Beverages specifically created to replace traditional alcoholic drinks in flavor, presentation, or experience—without the intoxicating effects

## MOCKTAIL

A mocktail is a mixed drink that mimics a cocktail but contains no alcohol

## ZERO-PROOF ALCOHOL

Zero-proof alcohol refers to non-alcoholic spirits designed to taste like traditional alcohol (gin, whiskey, rum, etc.) but contain 0.5% ABV or less (Alcohol by Volume)

### Dark & Stormy

2 tsp molasses  
2 tsp water  
1 tsp lime  
3 oz ginger beer

Combine molasses and water to loosen molasses so that it doesn't seize in the drink. Build in glass and top with molasses syrup

### Caramel Mocha Espresso Martini

*Recipe created by Mandee Graham Bartender/Mixologist at Mill House Brewing*

NA Coffee (Lyre's™ Coffee Original)  
Omar Caramel Vanilla Mocha Coffee (16603)  
Torani Brown Sugar Cinnamon Syrup (60337)  
Heavy Cream

### Lavender Lemondrop Mocktail

*Recipe created by Red's Restaurant Mixologist Zach Konopka*

Build in a shaker:  
1 oz Torani Lavender Syrup (60372)  
1/4 oz Torani Vanilla Syrup (60403)  
1 1/2 oz lemon juice

SHAKE vigorously with ice

Rim:  
Rub 1/2 of glass rim with lemon  
Rim with lavender infused superfine bar sugar\*

Strain into coupe glass  
Garnish with fresh lavender sprig and lemon wheel

\* Make lavender infused bar sugar by placing organic food grade lavender buds into two coffee filters to make two small sachets. Place sachets in a quart container with Domino superfine bar sugar. Roll the container occasionally to disperse the lavender. Scent is usually infused enough within a few hours.

### Crimson Crush

3 pumps Torani Strawberry Syrup (60355)  
4 oz Lemonade

Shake with ice and serve.

## White Sangria Mocktail

*Recipe created by Gray Willow Restaurant Mixologist Zach Konopka*

Muddle:  
2 blackberries  
3 blueberries  
2 bar spoons diced peaches  
1/2 oz simple syrup  
1/2 oz honey syrup

Add:  
1 oz Torani Pomegranate Syrup (60352)  
1/2 oz orange juice  
1/2 oz lime juice

Shake with ice  
Pour into tall wine glass  
TOP with splash of seltzer  
GARNISH with fresh blueberry and blackberry on a stick

### Passion Fruit Pina Colada

*Recipe created by Mandee Graham Bartender/Mixologist at Mill House Brewing*

NA Gin (Ritual Gin Zero Proof Alternative)  
Torani Passion Fruit Syrup (60349)  
Torani Coconut Torani (60341)  
Lime Juice  
Pineapple Juice  
Cream of Coconut

### Raspberry Mojito Mocktail

1 oz Torani Puremade Raspberry Syrup (60353)  
8 oz seltzer water (19085)  
1 oz lime juice or Torani lime syrup (60347)  
5-6 fresh raspberries  
4-6 mint leaves  
Muddle mint and raspberries. Pour ingredients over top, garnish with mint leaves and pinch of salt (optional).

### Margarita Mocktail

1.5 ounces fresh squeezed lime juice or  
Torani lime syrup (60347)  
1 oz orange juice (51246)  
1/2 oz Torani honey sweetener (60374)  
1/3 cup seltzer water (19085)  
Garnish with lime wedge

### Cucumber Melon Smash

1/4 cup diced watermelon pieces  
1/8 cup Seedless Cucumber diced, muddle in glass  
4 oz lemonade  
Seltzer to taste

Top with seltzer and garnish with mint sprig.