NON-ALCOHOLIC PARTY POURS



By: Melissa Reiss, Purchasing Assistant

Throughout Wisconsin, a fine beverage is enmeshed in our culture, from classic supper club Old Fashioneds to game day 6-packs. Far and wide, however, alcohol is commonplace at holiday gatherings. Whether moderating consumption, abstaining entirely, or exploring a sober-curious lifestyle, individuals can experience genuine regional taste without alcohol.

The market for N/A (non-alcoholic) beverages continues to expand as the "sober-curious" movement gains momentum. Not just a boring replacement, or a plain ol' soda, these bevvies are just as complex, exciting, and tasty as alcoholic beverages. Here are some of what I'll call the differently-potent potables that you'll find at the Willy Street Co-op this holiday season.

SPIRITLESS

1

Founded in 2019 with an idea to provide alcohol-reduced or non-alcoholic options so consumers can maintain social connections and make balanced lifestyle choices, Spiritless offers alcohol-removed spirits as the base for all your favorite mixed drinks. At the Co-op, we recently introduced these two:

Kentucky 74 Bourbon is an exceptional alcohol-free alternative engineered through a unique reverse-distillation process. Designed for classic bourbon cocktails, it delivers a smooth, full-bodied palate infused with warm notes of rich caramel, vanilla, and oak. Sip it neat, standard-mix it into a whiskey sour or old fashioned, or split equal parts with traditional bourbon to reduce calories and proof without compromising on authentic flavor.

Espresso Martini is a ready-to-pour cocktail catered to anyone seeking the deep, robust profile of a traditional espresso martini without the booze. Forget the shakers and stirrers—simply pour, serve, and savor! Delivers a full-bodied coffee taste perfectly balanced by subtle sweet notes and a delicate touch of bitterness.

For more information, see spiritless.com.

MOCK & CO.

2

Brandy or bourbon? Mock & Co introduces a third option—neither!

Experience the essence of a Wisconsin supper club tradition without the alcohol—full on flavor, zero hangover, thoughtfully crafted for today's conscious drinker. Far from diluted substitutes, these hand-crafted mocktails offer a rich, full-bodied character with the depth and warmth characteristic of a traditional pour. Produced in small batches right here in good ol' Wisco, these alcohol-free old fashioneds deliver authentic flavor this state is known for.

You'll still have to decide between sweet and sour. We carry them both at all three Willy Street Co-op locations. Willy West and Willy North also have a "no sugar" variety.

For more information, see www.mockandco.com.

GAVIOLI SPARKLING JUICE

3

Perfect for celebratory toasts and family gatherings, these alcohol-free sparkling beverages are crafted using Italian grapes infused with sparkling mineral water. Available in delicious Peach and Blood Orange flavors, they contain zero artificial colors, artificial flavors, or added sugar. The bottle artwork is equally gorgeous, adding an extra touch of elegance to any occasion.

LEITZ EINS-ZWEI-ZERO

4

Meaning ONE-TWO-ZERO, this is a historic family-owned winery located in Rüdesheim am Rhein within Germany's renowned Rheingau wine region.

Their dealcoholization process utilizes a patented early-20th-century vacuum distillation method, the wine is placed under a vacuum to lower alcohol's boiling point to around 84° F. This gentle heating removes alcohol while preserving natural aromas and authentic flavors, yielding refined products that closely mirror traditional wines.

NEW BLOOD

5

Crafted in Australia by Nugan Estate, these alcohol-removed wines faithfully capture the character of traditional varietals.

MOUNT FISHTAIL

6

An alcohol-removed white wine hailing from Marlborough, New Zealand, Mount Fishtail Zero NA Sauvignon Blanc offers a crisp, mineral finish balanced by vibrant tasting notes of zesty lime and passionfruit.

