

The background is a dense, monochromatic botanical illustration in shades of green and grey. It features a variety of elements: a small bird perched on a branch, a bee in flight, several large and detailed leaves with prominent veins, a slice of citrus fruit, a whole fruit, a cluster of berries, and a hummingbird. The style is reminiscent of traditional scientific or natural history illustrations.

# ABOVE BOARD



# *The Modern Event Bar* **HAS CHANGED!**

- Guests are increasingly health-conscious
- Corporate and luxury clients expect elevated options
- Wellness-forward proposals win competitive bids
- Bar programs influence perceived event quality

## *Opportunity:*

Catering companies that modernize their bar program gain a **MEASURABLE** competitive edge.





# *Consumers Have Changed...* **FOR THE BETTER!**

- Sugar awareness is mainstream
- Moderation is rising across demographics
- Guests want inclusive beverage programs
- Mocktails are growing, but often overloaded with sugar
- Premium experiences matter more than ever



▶ The demand for BETTER-FOR-YOU OPTIONS is no longer niche. It is expected.

# The Modern Liqueur Portfolio

America's first zero-sugar liqueur portfolio  
built for modern bar programs



# ABOVE BOARD

FULL FLAVOR.  
PLANT BASED.  
ZERO SUGAR.

Built for the evolving  
bar program.





# The Wellness Forward Bar Experience

A tiered cocktail architecture designed for proposal differentiation and revenue growth

## PATH TO UNTAPPED REVENUE

- TIERED BAR PACKAGES: Classic/Elevated/Signature Wellness
- \$3-\$7 per-guest upgrade potential
- Increased perceived value without increased labor



### TIER 1 - BETTER FOR YOU CLASSICS

Wellness-forward ZERO-SUGAR options.

- Margarita
- Espresso Martini
- Revolver
- Mudslide
- Cosmopolitan

Familiar. High-volume friendly.  
Operationally simple.

### TIER 2 - ELEVATED SEASONAL SERIES

Crafted for upsell. Designed to differentiate.

- Ruby Tonic
- Arctic Star
- Orchard Spritz
- Carrot Cake Martini
- Garden Quartz Clarified Punch

*Keeps proposals dynamic year-round*

Curated, Mixologist-Driven Cocktails  
Designed for Premium Positioning and  
Seasonal Rotation.

*Inclusive by Design:* ZERO-SUGAR MOCKTAIL AND LOW-ABV BUILDS AVAILABLE



# *Positioning + Revenue*

## The Wellness Forward Bar Experience Creates:

- Clear pricing tiers within proposals
- Premium per-guest upgrade opportunities
- Higher perceived sophistication
- Differentiation in corporate and luxury RFPs
- Incremental margin without operational overhaul
- Helps move underutilized base spirits within event inventory

## Operational Simplicity

- Batch-friendly for high-volume service
- Works with existing base spirits
- Minimal staff retraining
- Ideal for mobile and limited bar builds



**SAME BAR TEAM. SAME BASE SPIRITS. HIGHER REVENUE POTENTIAL.**