



ABOVE BOARD



The Modern Restaurant Bar has CHANGED!

A new standard for premium,
no/low sugar beverage programs





The modern guest has **EVOLVED!**

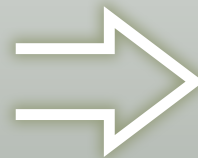


- Health-conscious without sacrificing experience
- More aware of sugar, ingredients, and how they feel after dining
- Influenced by diabetes awareness, keto, and low-carb lifestyles
- Expecting inclusive, intentional menus

We've seen this before:

GLUTEN-FREE. LOW-CARB.

Now it's happening behind the bar



And extending beyond alcohol into the full beverage experience



A missing category in modern **BEVERAGE MENUS**

- Cocktail programs lack no/low sugar options
- Health-conscious guests disengage from the bar entirely
- Guests default to vodka sodas or ranch waters
- Mocktails are often overly sweet or lack sophistication
- After-dinner drinks are often off-limits

**An entire
NO/LOW SUGAR
cocktail and
mocktail program
IS MISSING from
today's restaurant
experience!**



INTRODUCING A NEW STANDARD

America's first plant-based zero sugar
liqueur portfolio...



You don't have to change how guests drink —
JUST WHAT YOU POUR!

LIQUEURS:

- Full flavor
- Zero sugar (Orange + Coffee)
- Gluten-free
- Made with plant-based sweeteners (Monkfruit + Allulose)

CREAM LIQUEUR

Less than 1 gram of sugar per ounce

→ Crafted with dairy for a rich,
true dessert-style experience

SIMPLE SYRUP:

- Zero sugar, plant-based (Monkfruit + Allulose)
- Built for mocktails, coffee drinks, and low/no alcohol offerings
- Creates balance without excessive sweetness
- Seamlessly integrates into existing recipes

Now the entire bar participates —

WITH OR WITHOUT ALCOHOL!





A BETTER BEVERAGE PROGRAM —

without reinventing the bar

ABOVE BOARD ACTS AS A LEVER ACROSS THE ENTIRE MENU:

COCKTAILS:

- Moves guests beyond vodka sodas
- Unlocks premium cocktail ordering
- Uses the same base spirits already in place

MOCKTAILS + ZERO-PROOF:

- Elevates non-alcoholic options beyond juice-based drinks
- Allows for structured, balanced mocktails
- Supports guests who aren't drinking but still want the experience

BEYOND THE BAR:

- Zero sugar sweetener for coffee + espresso drinks
- Low/no sugar spritzes and aperitif-style beverages
- Dessert pairings without added sugar load

NEW OPPORTUNITIES:

- Refined classics
(Margarita, Espresso Martini, Cosmo)
- Elevated Smartinis + signature cocktails
- A fully realized after-dinner program
- A true mocktail menu that feels intentional

RESULT:

- Higher check averages
- More second drinks
(including non-alcoholic)
- A more complete,
inclusive guest experience



THE NEXT EVOLUTION

of the beverage program

For the first time, guests can fully participate:

- Before dinner
- During the meal
- After dinner
- With or without alcohol

Including those managing sugar, following keto, or simply seeking balance

What was once a limitation becomes a defining part of the experience

“We’re helping restaurants unlock a category their guests are already asking for — premium no/low sugar cocktails and elevated zero-proof options from aperitif to after dinner.”

