



BARTENDER & SERVER PLAYBOOK

You don't have to change how guests drink
- just what you pour.



Pour Better. Sell Smarter.

Keep Guests Coming Back.

Above Board is America's first no & low-sugar liqueur portfolio, built for modern guests who want real cocktails without the traditional sugar load.

WHAT STAFF SHOULD KNOW

- **ORANGE:** zero sugar, full citrus depth for margaritas, cosmos, spritzes, and classics
- **COFFEE:** zero sugar, dark roast flavor made with San Diego's own Dropkick Coffee
- **CREAM:** less than 1 gram of sugar per ounce, rich and indulgent
- **SIMPLE SYRUP:** zero sugar, plant-based monk fruit + allulose for cocktails, mocktails, coffee, lemonades, and more
- **BITTERSWEET ORANGE APERITIF:** coming summer 2026 for spritzes and signature menus

ZERO / LOW SUGAR • FULL FLAVOR • BUILT FOR SERVICE
WOMAN-OWNED • DOUBLE GOLD WINNER • PLANT-BASED SWEETENERS

MARKET RESEARCH: Across age cohorts, guests responded similarly. They are willing to spend more on premium, health-conscious cocktail alternatives, buy more drinks, and return when they can stay within their health goals.

THE GUEST HAS ALREADY CHANGED

Vodka soda, tequila soda, ranch water, skinny margarita, "nothing too sweet" - these are not dead-end orders. They are upgrade signals.

How To Pour It. How To Sell It.

The service standard: trust the recipe, read the guest, upgrade with confidence.

1. TRUST THE RECIPE

Above Board cocktails have been crafted, tested, adjusted, and dialed in over several years. The best guest experience happens when the team follows the approved recipes. DO NOT WING IT. DO NOT UNDER-POUR. Do not compare the build ounce-for-ounce.

2. WHY THE POUR IS DIFFERENT

Above Board uses plant-based monk fruit + allulose. Allulose is about 70% as sweet as standard sugar, so the liqueurs need a slightly heavier pour to achieve the same balance and flavor impact.

That is why comparison pours fail. The recipes are already calibrated - when followed correctly, the drink tastes balanced, full, and premium.

3. YOUR GOAL IS TO UPGRADE

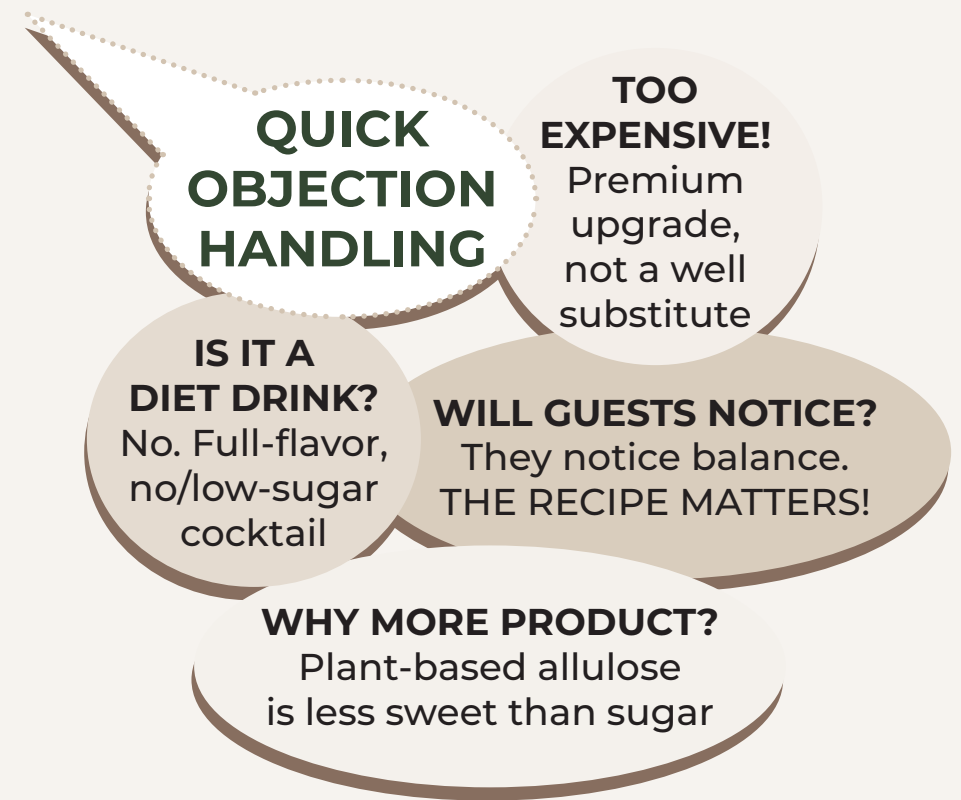
- **VODKA SODA:** Would you be open to something with more flavor that is still no/low sugar
- **TEQUILA/RANCH:** You might love our Above Board margarita. It keeps the lighter profile, but gives you a full cocktail experience
- **SKINNY MARGARITA:** We have something better than skinny - full flavor without the sugar load of a traditional build
- **ESPRESSO MARTINI:** Use Smartini language: premium coffee-cocktail energy for the sugar-conscious guest
- **NOTHING TOO SWEET:** That is exactly where Above Board works well. Balanced, crafted, and not syrupy



“We can make that with our new premium Above Board liqueur—it has a great taste and is guilt-free with little to no sugar... can I give you a quick sample? It’s often easier to describe once you’ve tasted it.”

TASTING NOTES STAFF CAN SAY

- **ORANGE:** bright citrus, Valencia orange, clean orange peel, less syrupy
- **COFFEE:** dark roast depth from San Diego’s Dropkick Coffee
- **CREAM:** rich, smooth, dessert-style, not a sugar bomb
- **SIMPLE SYRUP:** extends zero sugar into mojitos, lemonades, mocktails, coffee, and zero-proof builds
- **BITTERSWEET ORANGE:** aperitif-style, spritz-ready
— coming summer 2026



WHAT NOT TO SAY

AVOID: diet drink, healthy alcohol, no hangover, medical claims, or apologizing for price

SAY: premium, balanced, crafted, no/low sugar, full flavor, health-conscious

DO NOT JUST TAKE THE DEFAULT ORDER. GUIDE THE GUEST TO SOMETHING BETTER.