



GUILT FREE

Luxury

THE MODERN LIQUEUR PORTFOLIO

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

FULL FLAVOR. PLANT BASED.
ZERO SUGAR.

Built for the evolving bar program.



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:

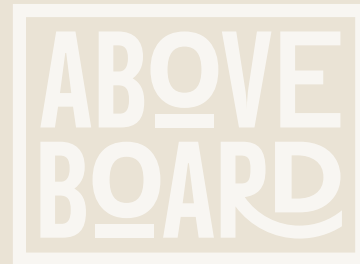
Catering companies that modernize their bar program gain a measurable competitive edge.



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 OPPORTUNITY

TRADITIONAL
Margarita

**20 GRAMS
SUGAR**
220 CAL

SKINNY
Margarita

**16 GRAMS
SUGAR**
175 CAL

ABOVE BOARD
Margarita

**0 GRAMS
SUGAR**
110 CAL



WHY EVERY BAR NEEDS NO/LOW SUGAR COCKTAIL OPTIONS

The margarita is the most ordered cocktail in America — and it arrives loaded with sugar. A traditional build carries 20g. Even the ‘skinny’ version clocks 16g. Above Board’s Orange Liqueur drops that number to zero without sacrificing the citrus depth that makes the drink iconic.

- Health-conscious guests default to ranch water — a \$8 pour instead of a \$18 cocktail
- Diabetic and keto patrons have no premium cocktail options at most events
- After-dinner drinks disappear for sugar-aware guests — a full revenue daypart abandoned
- Mocktails are an afterthought: juice, soda, syrup — nothing with real craft or margin
- A zero-sugar margarita menu is an untapped upsell hiding behind every tequila bottle

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

Inclusive by Design:

Zero-sugar Mocktail and low-ABV builds available

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.



THE ABOVE BOARD LINEUP



PRODUCT	SUGAR	VS.	SUGAR	AB CALORIES*	AB ABV
AB Coffee Liqueur	0G	Kahlúa	30G	90 (62% fewer)	20%
AB Orange Liqueur	0G	Cointreau	17G	110 (54% fewer)	23%
AB Cream Liqueur	3G	Baileys	13G	120 (37% fewer)	17%
AB Sugar-Free Syrup	0G	Simple Syrup	25G	25 calories	0%

* PER 2.5 OUNCES

Plant-based sweeteners — Monkfruit + Allulose — deliver full sweetness with zero glycemic impact. Gluten-free. Keto-friendly. Diabetic-friendly. No diet aftertaste.

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.