



GUILT FREE

Luxury

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

A signature wellness beverage program designed to elevate
guest experience and unlock new revenue across your property.

Feel better. Stay longer.
Spend more.

Above Board



THE DISCONNECT



Today's boutique hotels deliver exceptional spa, pool, and wellness experiences—but beverage programs often contradict that promise.

- Spa promotes wellness
- Pool promotes indulgence
- Bar contradicts both

Today's beverage programs are one of the last areas not aligned with modern wellness hospitality.



A CLEAR POINT OF DIFFERENTIATION

This program positions your property ahead of competitors by offering a wellness-forward beverage experience that guests notice, remember, and return for.

- Stand out in luxury and wellness travel searches
- Enhance guest reviews and social sharing
- Attract high-value, wellness-focused travelers
- Create a signature offering unique to your property

This isn't just a beverage upgrade.
It's a positioning advantage.

REVENUE EXPANSION ACROSS THE PROPERTY

A wellness-aligned beverage program increases both guest engagement and spend across multiple touch-points.

- Poolside: longer stays and more rounds
- Spa transitions: new monetized moment
- Dining: premium cocktail experiences
- Events and weddings: differentiated packages
- Wellness retreats: aligned beverage offerings

Wellness travelers spend more—and expect alignment across their entire stay.



THE SPA-TO-EVENING RITUAL



A curated transition experience designed to extend the guest journey from relaxation into evening.

SIGNATURE COCKTAILS

- AB Sunset Margarita – Bright, clean, refreshing
- The Revolver – Warm, grounding, evening-ready
- Lavender Silk Spritz – Light, aromatic, calming

WELLNESS MOCKTAILS

- Cucumber Mint Elixir – Cooling and hydrating
- Golden Glow Tonic – Revitalizing and warm
- Citrus Blossom Fizz – Light and uplifting

Supported by a seasonal cocktail and mocktail playbook featuring botanical ingredients, adaptogens, and wellness-forward profiles.



THE BUSINESS CASE

Designed for seamless integration with immediate impact.

- Same staff, same base spirits
- Minimal operational lift
- Batch-friendly for high-volume service

WHAT IT DELIVERS:

- Premium pricing opportunities
- Increased beverage attachment rate
- Higher perceived value of your property
- Differentiation in a competitive market



You don't have to change your operations.

You just have to modernize your offering.

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