

ABOVE
BOARD

ALTA COCINA

COCKTAIL PLAYBOOK

A No & Low Sugar
Beverage Program
for the Modern
Mexican Restaurant



ZERO SUGAR • PLANT-BASED • KETO-FRIENDLY • GLUTEN-FREE • DIABETIC-FRIENDLY

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 the modern Mexican restaurant needs a no/low sugar cocktail program

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. But a serious Mexican bar program goes far beyond the margarita — mezcal, tamarindo, hibiscus, horchata, mole.

THIS PLAYBOOK BUILDS THE FULL PICTURE.

- Health-conscious guests default to ranch water — a \$8 pour instead of a \$18 cocktail
- Diabetic and keto diners have no premium cocktail options at most Mexican restaurants
- 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 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.

THE MARGARITA MENU

Zero-sugar builds — from the timeless classic to the unexpected



THE ABM – ABOVE BOARD MARGARITA

The flagship. ZERO SUGAR, full citrus fire, all the ritual.
Your new house margarita.

INGREDIENTS

- 1½ oz Tequila Blanco
- 1 oz Above Board Orange Liqueur
- ½ oz Above Board Sugar-Free Simple Syrup
- ¾ oz Fresh Lime Juice

METHOD

Shake with ice. Strain over fresh ice.
Glass: 12 oz Rocks glass
Garnish: Salt half-rim, dehydrated lime wheel

NOTE: Est. NA cost: \$3 • Suggested retail \$14–16

BITTER ORANGE MARGARITA

Aperitif-kissed and endlessly sessionable.
Converts the Aperol Spritz crowd into margarita loyalists.

INGREDIENTS

- 1½ oz Tequila Blanco
- 1 oz Above Board Bitter Sweet Orange Aperitif
- ½ oz Above Board Sugar-Free Simple Syrup
- 1 oz Fresh Orange Juice
- ¾ oz Fresh Lime Juice

METHOD

Shake. Strain into tin, fluff with milk frother,
pour over ice in salt-rimmed glass.
Glass: Rocks glass
Garnish: Dehydrated orange wheel

COCO PALAPA

Lush, tropical, Pacific-coast inspired. coconut and
orange liqueur over a large rock — or blended frozen.

INGREDIENTS

- 1½ oz Tequila Blanco
- 1 oz Above Board Orange Liqueur
- ¾ oz Fresh Lime Juice
- 1 oz Fresh Coconut Water
- ½ oz Light Coconut Cream
- ¼ oz Above Board Sugar-Free Simple Syrup

METHOD

Shake vigorously with ice. Double strain over a large rock,
or blend for frozen version.
Glass: Rocks glass or large coupe
Garnish: Toasted coconut rim, lime wheel, edible orchid optional

NOTE: Adjust coconut cream for richness.
Tajín rim is a great alternative.

PIÑA FUEGO

Fire-and-ice pineapple margarita with fresh jalapeño heat.
Zero sugar, maximum visual drama.

INGREDIENTS

- 1½ oz Tequila Blanco or Reposado
- 1 oz Above Board Orange Liqueur
- 1 oz Fresh Pineapple Juice
- ½ oz Fresh Lime Juice
- ¼ oz Above Board Sugar-Free Simple Syrup
- 2 Thin Slices Fresh Jalapeño, Muddled

METHOD

Muddle jalapeño in tin. Add remaining ingredients with ice,
shake hard. Double strain over ice.
Glass: Rocks glass
Garnish: Tajín-chili salt rim, pineapple wedge, jalapeño flag

NOTE: Seedless jalapeño for milder finish.

LA NEGRITA -- MEZCAL AND HIBISCUS MARGARITA

Smoky mezcal, floral hibiscus, zero-sugar orange liqueur. Deep crimson, over a crystal cube, finished with a dried hibiscus flower and smoked salt. Your guests will photograph it, post it, and ask how it's made.

INGREDIENTS

- 1½ oz Mezcal Joven
- 1 oz Above Board Orange Liqueur
- ¾ oz Fresh Lime Juice
- ¾ oz Hibiscus-infused Above Board Sugar-Free Syrup*
- 2 Dashes Angostura Bitters

METHOD

Shake all with ice. Double strain over a large clear cube.

Glass: Large rocks or smoked lowball

Garnish: Dried hibiscus flower, expressed orange peel, smoked salt rim

NOTE: *Steep 2 tbsp dried hibiscus in 500ml warm Above Board Sugar-Free Syrup, 20 min. Strain. Refrigerate 2 weeks.

COCO LOCO MARGARITA

INGREDIENTS

- 1 oz Above Board Orange Liqueur
- 1½ oz Tequila Blanco
- ½ oz Above Board Sugar-Free Syrup*
- ½ oz Fresh Lime Juice
- 1 oz Unsweetened Full-fat Coconut Milk

METHOD

Fill shaker with ice. Add all liquid ingredients. Shake hard for 15–20 seconds. (The coconut milk needs a strong shake to fully emulsify.) Fill the coconut-rimmed glass with fresh ice. Double strain the cocktail over the ice for a smoother texture.

Glass: Large rocks

Garnish: toasted coconut flakes, a lime wheel, or both.



OAXACAN NEGRONI

The bartender's handshake drink, Mexicanized. Coffee Liqueur replaces sweet vermouth — adding roast depth and eliminating the sugar load entirely.

INGREDIENTS

- 1 oz Mezcal
- 1 oz Above Board Coffee Liqueur
- 1 oz Above Board Bitter Sweet Orange Aperitif
- 2 Dashes Mole or Aztec Chocolate Bitters

METHOD

Stir all with ice in mixing glass until cold and diluted. Strain over a large cube.
Glass: Rocks glass
Garnish: Expressed orange peel, optional charred orange slice

NOTE: Coffee Liqueur performs as a zero-sugar Punt e Mes — complex, roasty, no sweetness.

SMOKE & MIRROR

Mezcal, reposado, and Coffee Liqueur — stirred, spirit-forward, with toasted agave and dark chocolate on the nose.

INGREDIENTS

- 1½ oz Mezcal
- 1 oz Tequila Reposado
- 1 oz Above Board Coffee Liqueur
- 1 Dash Angostura Bitters
- 1 Dash Fee's Aztec Chocolate Bitters

METHOD

Stir all with ice until well-chilled. Strain over a large cube.
Glass: Rocks glass
Garnish: Charred orange peel, single coffee bean

MEZCAL, TEQUILA AND AGAVE COCKTAILS

Spirit-forward builds beyond the margarita — for the guest who drinks with intention



PALOMA ALTA

Mexico's other national cocktail, rebuilt without sugar. The Bitter Aperitif replaces grapefruit soda — adding structure and zero grams of sugar.

INGREDIENTS

- 1½ oz Tequila Blanco
- 1 oz Above Board Bitter Sweet Orange Aperitif
- 1 oz Fresh Ruby Grapefruit Juice
- ½ oz Fresh Lime Juice
- ¼ oz Above Board Sugar-Free Simple Syrup
- 2 oz Premium Soda Water

METHOD

Shake tequila, aperitif, juices, and syrup with ice. Strain over ice. Top with soda.
Glass: Collins or highball
Garnish: Grapefruit wheel, salt rim, rosemary sprig
NOTE: Daytime pour and crowd pleaser. Batch the base and top to order.

MOLE OLD FASHIONED

The flavors of mole negro expressed as a stirred reposado cocktail — dark chocolate, dried chili, cinnamon.

INGREDIENTS

- 1½ oz Tequila Reposado
- ¾ oz Above Board Coffee Liqueur
- ¼ oz Above Board Sugar-Free Simple Syrup
- 2 Dashes Mole / Aztec Chocolate Bitters
- 1 Dash Angostura Bitters

METHOD

Build in a rocks glass. Add ice and stir gently to integrate.
Glass: Rocks glass over a large cube
Garnish: Expressed orange peel, dried chili de árbol, cocoa dust
NOTE: Your most storytelling cocktail — have the server explain the mole connection.

SANGRE DE TAMARINDO

Tangy, sweet-tart, chili-backed reposado cocktail — tamarindo candy culture elevated to the bar.

INGREDIENTS

- 1½ oz Tequila Reposado
- 1 oz Above Board Orange Liqueur
- ¾ oz Fresh Tamarind Concentrate*
- ½ oz Fresh Lime Juice
- ¼ oz Above Board Sugar-Free Simple Syrup
- Pinch of Tajín

METHOD

Shake all with ice. Double strain over ice.
Glass: Rocks glass
Garnish: Tajín rim, dehydrated lime, chili thread
NOTE: *Dissolve 2 tbsp tamarind paste in 4 oz warm water. Strain. Refrigerate 1 week.

MEXICALI BLUES

Mezcal, Coffee, and Orange Liqueur in a silky coupe — smoky, rich, and clean.

INGREDIENTS

- 1½ oz Above Board Orange Liqueur
- 1½ oz Above Board Coffee Liqueur
- 1 oz Mezcal

METHOD

Shake all with ice. Double strain into a chilled coupe.
Glass: Chilled coupe
Garnish: Expressed orange peel

AFTER-DINNER AND COFFEE PROGRAM

Turn the close of the meal into your highest-margin daypart

After-dinner drinks are abandoned at most Mexican restaurants because guests watching sugar have nothing to order. Above Board's Coffee and Cream Liqueurs unlock this revenue entirely. Mexico's pantry of spice, chocolate, and warmth gives you the storytelling to make each build unforgettable.

The Above Board Sugar-Free Simple Syrup pours exactly the same as traditional simple syrup — a true drop-in replacement with zero adjustment needed.

MEXICAN MUDSLIDE

The tequila-spiked answer to the classic Mudslide. Cream, Coffee, and Reposado — silky, indulgent, zero-sugar.

INGREDIENTS

- 1½ oz Above Board Cream Liqueur
- 1½ oz Above Board Coffee Liqueur
- 1½ oz Tequila Reposado

METHOD

Shake all with ice. Double strain into a chilled martini glass.

Glass: Chilled martini glass

Garnish: Mexican cinnamon and cocoa powder dusted over surface

NOTE: Reposado's vanilla and oak marry beautifully with coffee and cream.

EL REVÓLVER

Coffee Liqueur and bourbon stirred into a sophisticated after-dinner sipper.

INGREDIENTS

- 1½ oz Above Board Coffee Liqueur
- 2 oz Bourbon
- 3 Dashes Orange Bitters

HORCHATA BLANCA

The bar's answer to horchata — Cream Liqueur adds richness, Sugar-Free Syrup keeps it guilt-free.

INGREDIENTS

- 1½ oz Above Board Cream Liqueur
- 1 oz Tequila Reposado
- 1½ oz Unsweetened Horchata*
- ½ oz Above Board Sugar-Free Simple Syrup
- Pinch of Cinnamon

METHOD

Shake all with ice. Double strain over a large cube.

Glass: Rocks glass

Garnish: Cinnamon stick, cinnamon dust on foam

NOTE: *Substitute: unsweetened oat milk + ½ tsp cinnamon if house horchata unavailable.

METHOD

Stir all with ice. Strain over a large cube.

Glass: Rocks glass

Garnish: Expressed orange peel

ULTIMATE MEXICAN COFFEE

A tableside ritual. Hot coffee, tequila, Aztec chocolate bitters, and a slow pour of soft whip. Theater that sells itself.

INGREDIENTS

- ¾ oz Above Board Orange Liqueur
- ¾ oz Above Board Coffee Liqueur
- ¾ oz Tequila Reposado
- 3–4 oz Freshly Brewed Hot Coffee
- 2 Dashes Fee's Aztec Chocolate Bitters
- Soft Whip to Top

METHOD

Heat glass with hot water. Discard. Build all into heated glass with very hot coffee. Top with soft whip.

Glass: Glass coffee mug

Garnish: Cinnamon stick, optional flamed orange peel

NOTE: Soft whip: shake 2 oz heavy cream in tin without ice until thick but still pourable.



AGUA FRESCA MOCKTAIL PROGRAM

Zero-proof builds rooted in Mexican tradition — sophisticated, structured, and free of the sugar that ruins most mocktails

The agua fresca is one of the most beloved non-alcoholic traditions in Mexican food culture. Above Board's Sugar-Free Simple Syrup lets you honor that tradition at the bar — with balance and structure that goes far beyond juice in a glass. Every guest at the table participates. Every mocktail commands a premium price.



AGUA DE TAMARINDO PICANTE

Bold, tangy, spicy zero-proof cocktail that captures the tamarind candy culture of Mexico in a sophisticated glass.

INGREDIENTS

- ¾ oz Fresh Tamarind Concentrate*
- ¾ oz Fresh Lime Juice
- ¾ oz Above Board Sugar-Free Simple Syrup
- 2 thin slices Fresh Jalapeño
- 2–3 oz Premium Soda Water

METHOD

Muddle jalapeño in tin. Add tamarind, lime, and syrup with ice. Shake. Double strain over ice. Top with soda.

Glass: Collins glass

Garnish: Tajín rim, chili thread, dehydrated lime

NOTE: *Dissolve 2 tbsp tamarind paste in 4 oz warm water. Strain. Refrigerate 1 week.

AGUA DE SANDÍA Y LIMA

Watermelon and lime agua fresca — light, beautifully pink, endlessly refreshing.

INGREDIENTS

- 2 oz Fresh Watermelon Juice*
- ¾ oz Fresh Lime Juice
- ¾ oz Above Board Sugar-Free Simple Syrup
- 4–5 Fresh Mint Leaves
- 2 oz Premium Soda Water

METHOD

Muddle mint with syrup. Add watermelon, lime, and ice. Shake. Double strain over ice. Top with soda.

Glass: Collins glass

Garnish: Watermelon wedge, fresh mint, flaked sea salt optional

NOTE: *Blend watermelon and strain through chinois. Refrigerate up to 3 days.

AGUA DE PEPINO Y MENTA

Cucumber and mint agua fresca — cooling, spa-fresh, endlessly refreshing.

INGREDIENTS

- 1½ oz Fresh Cucumber Juice*
- ¾ oz Fresh Lime Juice
- ¾ oz Above Board Sugar-Free Simple Syrup
- 8–10 Fresh Mint Leaves
- 2–3 oz Premium Soda Water

METHOD

Muddle mint with syrup. Add cucumber juice and ice, shake. Add soda to tin. Double strain over ice.

Glass: Collins glass

Garnish: Mint bouquet, cucumber ribbon, dehydrated lime slice

NOTE: *Juice unpeeled cucumber through centrifugal juicer. Strain. Refrigerate up to 4 days.

AGUA DE JAMAICA –ZERO PROOF

The bar's flagship mocktail. Hibiscus agua fresca with fresh citrus, balanced with Sugar-Free Syrup, finished with soda.

INGREDIENTS

- 2 oz Hibiscus (Jamaica) Concentrate*
- ¾ oz Fresh Lime Juice
- ¾ oz Above Board Sugar-Free Simple Syrup
- Pinch of Tajín
- 2–3 oz Premium Soda Water

METHOD

Shake concentrate, lime, and syrup with ice. Double strain over ice. Top with soda. Finish with Tajín.

Glass: Collins glass

Garnish: Dehydrated hibiscus flower, lime wheel, Tajín rim optional

NOTE: *Steep 3 tbsp dried hibiscus in 2 cups hot water for 10 min. Strain and cool. Refrigerate 1 week.

PROGRAM IMPLEMENTATION

Zero operational disruption — same bar, same team, same spirits

SUGGESTED MENU ARCHITECTURE

TIER 1 ZERO-SUGAR CLASSICS	TIER 2 SIGNATURE ORIGINALS	TIER 3 AGUA FRESCA MOCKTAILS
ABM • Coco Palapa • Piña Fuego La Negrita • Paloma Alta Mexican Mudslide • Mexican Coffee	Oaxacan Negroni • Smoke & Mirror Mole Old Fashioned • Horchata Blanca Sangre de Tamarindo	Agua de Jamaica Agua de Pepino y Menta Tamarindo Picante • Sandía
Familiar. High-volume. Easy upsell from ranch water.	Differentiated. Storytelling. Seasonal rotation ready.	Inclusive. Premium-priced. Every guest at the table.

A NOTE ON POUR CALIBRATION

Above Board Liqueurs use Monkfruit + Allulose as sweeteners, which are 70% as sweet as sugar. This means bartenders will pour slightly more than they would with Cointreau or Kahlúa to achieve the same balance. All recipes in this playbook are already calibrated for that adjustment — no guesswork for your team.

Above Board’s Sugar-Free Simple Syrup pours exactly the same as traditional simple syrup — a true drop-in with zero adjustment.

OPERATIONAL SIMPLICITY

- Hibiscus, tamarindo, watermelon juice preps serve double duty — cocktail and agua fresca menus simultaneously
- Batch-friendly — La Negrita base, Paloma Alta, and agua fresca concentrates all prep in advance
- Same base spirits, same team — zero new inventory complexity

PRICING AND REVENUE

ORDER SIZE	PRICE/CASE (6 BTL)	PRICE/BOTTLE	PRICE/OZ
1 CASE	\$147.00	\$24.50	\$0.97
50 CASES (15% OFF)	\$124.95	\$20.82	\$0.82
90+ CASES (20% OFF)	\$117.60	\$19.60	\$0.77

MSRP: \$39.99/bottle
Orange • Coffee • Cream
Sugar-Free Simple Syrup
Volume tiers available

WHAT ABOVE BOARD PROVIDES

- Custom no/low sugar cocktail menu — printed cards, table tents, or QR code
- Agua fresca and mocktail menu development tied to your kitchen's ingredient rotation
- In-person or video staff training & engagement, upsell scripting, guest education
- Seasonal cocktail development aligned to your menu updates
- Social media launch support and co-op advertising opportunities
- Tailored bartender incentive programs to drive adoption and reorder



ABOVE BOARD

READY TO POUR?

Above Board is America's first plant-based zero-sugar liqueur portfolio — built to solve the problem every modern bar faces: how do you serve health-conscious guests without sacrificing revenue, craft, or experience?

For your Mexican restaurant, that answer starts with the margarita and extends across every daypart — from the aperitif moment to the tableside coffee ritual. Same operations. Same base spirits. Same kitchen ingredients you already have.

Higher perceived value. New revenue. Guests who come back and bring people.

LET'S BUILD YOUR PROGRAM

Brent & Nicole Slone — Founders, Above Board Cocktails

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“Like you, we’re searchers, doers, and path-pavers. We take care of business and chase down the moments that bring joy every chance we get.

Above Board crafts guilt-free spirits — putting the grit in integrity.

HERE’S TO LIVING LIGHTLY.”

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