

ABOVE
BOARD

GUILT FREE

Luxury

CRUISE SHIP BEVERAGE PLAYBOOK

A Shipwide No/Low Sugar Beverage Platform for Modern Cruising



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

**ZERO/LOW SUGAR
PLANT-BASED SWEETENERS
GLUTEN-FREE
COCKTAIL + ZERO-PROOF**





THE MODERN CRUISE BAR HAS CHANGED

ONE GUEST. MULTIPLE DAYS.
MULTIPLE VENUES.
MULTIPLE REVENUE
MOMENTS.

The Opportunity is Bigger Than a Single Cocktail

Guests are increasingly health-conscious, even on vacation.

Sugar-aware orders are no longer niche; they can be an opportunity to offer something more premium.

Guests move between pool, dining, lounges, nightlife and coffee throughout the voyage.

A modern beverage program has to work across cocktails, zero-proof, coffee and after-dinner occasions.

The Operator Opportunity

Turn default low-cost orders into premium no/low sugar occasions without adding unnecessary complexity.

SAME GUEST • MULTIPLE VENUES • MORE PREMIUM BEVERAGE OCCASIONS

THE MODERN CRUISER HAS EVOLVED

Health-conscious without sacrificing the experience.

**THE DEFAULT ORDER IS NOT THE END OF THE SALE.
IT IS THE SIGNAL TO OFFER SOMETHING BETTER.**

MORE AWARE

Sugar, ingredients and how they feel the next day.

MORE INTENTIONAL

Influenced by diabetes awareness, keto and low-carb lifestyles.

MORE INCLUSIVE

Expecting thoughtful beverage choices with or without alcohol.

MORE CHOICE

Premium no/low sugar options turn what may have once felt limiting into an elevated beverage experience.



We've Seen This Before: Gluten-Free. Low-Carb. Now It's Happening Behind The Bar.

A MISSING CATEGORY ACROSS THE SHIP

Cruise ships create more beverage occasions than almost any other hospitality environment, yet most menus still lack a clear no/low sugar beverage program.



ONE MISSING CATEGORY: NO/LOW SUGAR COCKTAIL + ZERO-PROOF



POOL DECK

Frozen • Citrus • Spritz



MAIN DINING

Premium Classics



SPECIALTY DINING

Pairings + After Dinner



LOUNGES

Signature Menus



CASINO / NIGHTLIFE

Espresso + Energy



COFFEE VENUES

Zero-Sugar Sweetening



ROOM SERVICE

Mini-Bar + Ritual



EVENTS / CHARTERS

Private Groups + Celebrations

Above Board turns a scattered guest need into one branded, repeatable beverage platform.

ONE PORTFOLIO. EVERY VENUE. WITH OR WITHOUT ALCOHOL.

From Pool Deck To After Dinner...One Repeatable Platform

A NEW STANDARD FOR THE BACK BAR

A no/low sugar liqueur and sweetener portfolio built for modern shipboard programs.



**SWEETENED WITH PLANT-BASED
MONKFRUIT + ALLULOSE**

ORANGE

Zero Sugar • 23% ABV
Margaritas • Cosmos • Spritzes • Classics

COFFEE

Zero Sugar • 20% ABV
Espresso Martinis • Revolvers
After-Dinner Cocktails

CREAM*

Less Than 1g Sugar Per Oz • 17% ABV
Coffee • Whiskey + Vanilla Notes • Dessert Cocktails

BITTER ORANGE APERITIF

Zero Sugar • 24% ABV
Spritzes • Negroni-Style Serves • Aperitivo

ZERO SUGAR SIMPLE SYRUP

0% ABV
Mocktails • Coffee • Tea • Lemonade

* low sugar and contains dairy

Familiar Builds • Premium Positioning • One Ship-wide Platform

THE SHIP-WIDE BEVERAGE ARCHITECTURE

Three tiers. One bar team. Repeatable across the ship.

TIER 1

PREMIUM CLASSICS

- Margarita
- Espresso Martini
- Revolver
- Mudslide
- Cosmopolitan
- Spritz

Familiar. High-volume friendly. Easy upgrade from default orders.

TIER 2

ELEVATED SHIP SIGNATURES

- Poolside Citrus Builds
- Tropical Aperitif Serves
- Botanical Spritzes
- Coffee Cocktails
- After-Dinner Rituals

Venue-ready and seasonal without adding unnecessary operational complexity.

TIER 3

ZERO-PROOF + LOW-ABV BUILDS

- Cucumber Mint
- Citrus Blossom
- Coffee + Soda
- No-Sugar Lemonades
- Mocktail Menus

Inclusive by design. Every guest can participate.

Same Base
Spirits.

Same Staff.

One Repeatable
Program Across
the Ship.

COMMERCIAL IMPACT + OPERATIONAL SIMPLICITY

The program has to improve both the guest experience and the operating model.



REVENUE

- Premiumize default orders
- Capture more beverage occasions
- Differentiate beverage packages
- Strengthen after-dinner
+ coffee cocktail opportunities



GUEST EXPERIENCE

- Visible innovation throughout the ship
- More choice for sugar-aware +
zero-proof guests
- A more intentional beverage experience
from pool deck to specialty dining



OPERATIONS

- Batch-friendly for high-volume service
- Works with existing base spirits
- Can help move slower back-bar inventory
- Easy staff training + upsell scripting

MORE PARTICIPATION. MORE PREMIUM OCCASIONS. NO OPERATIONAL OVERHAUL.

The Next Evolution Of The Cruise Beverage Program

BUILT TO LAUNCH, NOT JUST PITCH.

Above Board supports the program before, during and after launch.

WHAT ABOVE BOARD PROVIDES

- Custom no/low sugar cocktail + zero-proof menu architecture
- Venue concepts for pool, lounge, coffee, specialty dining and after dinner
- In-person or video staff training
- Tasting notes
- Recipe cards
- Simple staff upsell language
- Menu inserts
- Coasters
- Table tents
- Digital cocktail book support
- Seasonal and itinerary-specific cocktail rotations

BUYER + PROCUREMENT READY

Once there is interest, we can provide the information their beverage, procurement and operations teams need to evaluate implementation, including:

- Distributor / Fulfillment Path
- Case Pack + Pallet Information
- Shelf Life + Storage Requirements
- Lead Times + Sample Logistics
- Allergen + Compliance Documentation
- Product Specifications + ABVs

- Menu Design
- Training
- Launch Support
- Fleetwide Repeatability



START WITH A SHIPBOARD PILOT

A focused activation allows the team to prove demand, execution and scalability before a broader rollout.

LOW-LIFT PILOT.

MEASURABLE LEARNING.

FLEETWIDE POTENTIAL.

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

DrinkAboveBoard.com • info@drinkaboveboard.com

**ABOVE BOARD LIQUEURS
CRUISE SHIP BEVERAGE PROGRAM**

1. SELECT

Start with 3 to 5 venues such as:
Pool • Main Bar • Specialty Dining • Lounge • Coffee

2. BUILD

Create a focused menu of premium cocktails plus zero-proof and low-ABV options.

3. TRAIN

Short staff training, recipe cards and simple upsell language.

4. LAUNCH + MEASURE

- Beverage participation
- Premium upgrades
- Repeat orders
- Guest response
- Execution consistency

5. SCALE

Expand what performs by ship itinerary or fleet.

