

HOW TO BE SOBER CURIOUS IN 2025

Dry January is evolving—it's no longer just about ditching alcohol for a month. It's part of a larger cultural shift that's changing the way we connect, celebrate, and unwind. By 2025, non-alcoholic beverages have stepped into the spotlight, offering a wide range of bold, delicious options for every occasion. Whether you're going all-in on a booze-free lifestyle, exploring the sober-curious movement, or simply looking to reduce your intake, this guide will help you discover the best zero-proof drinks to suit any moment.

PENTIRE NON-ALCOHOLIC COCKTAILS

Plant-based - low calorie - non alcoholic. Pentire is a celebration of unique plant life that grows on the surrounding headland. Key botanicals thrive here due to a combination of favorable climate, soil pH, and air moisture. We make healthy drinks for active, outdoor loving folk. A healthier choice for the go-getters, the adventurous and the doers. us.pentiredrinks.com



EDWIN'S ELIXERS THC DRINKS

Each sip of their THC-infused beverages offers a refreshing cannabis experience like no other. With zero sugar and two convenient 5mg servings of TIME INFUSION® THC (derived from hemp) in every can. Each can contains a total of 10mg of Delta 9 THC. Their selection of flavors, including Root Beer, Edwin Palmer, Pink Lemonade, and Grape Soda, ensures that there's something to suit every palate. Plus, with their convenient 4-pack packaging, you'll always have your favorite flavors ready to enjoy whenever the mood strikes. edwinsedibles.com



GIGLI

THC BEVERAGES: ELEVATE YOUR SOCIAL SIP

Gigli is redefining happy hour with a fresh spin on social sipping, offering delicious THC-infused beverages that deliver all the good vibes without the morning-after regrets. Say goodbye to hangovers and hello to a more elevated way to unwind and connect. Crafted with premium THC and powerful superfood extracts like Ashwagandha and Ginseng, every Gigli beverage is a moment of self-care in a can. From our sophisticated, cocktail-inspired creations to our crisp, zero-calorie, zero-sugar seltzers and teas, our collection has the perfect match for any setting. Whether you're drawn to a refreshing citrus burst, a tasteful berry blend, or a light and invigorating tea, Gigli has an option for every palate. Find Gigli at your local liquor store, or enjoy the convenience of nationwide shipping directly to your door. Because feeling good should be as effortless as it is enjoyable. Join the movement—sip differently with Gigli. gigli.com



LITTLE SAINTS NON-ALCOHOLIC SPIRITS

Little Saints are pioneering the next generation of non-alcoholic RTD beverages by infusing well-sourced functional mushrooms, like Reishi and Lion's Mane, along with aromatic terpenes for a sustainably mind-elevating drinking experience. They offer a variety of classic cocktail flavors on their RTD cans such as *Negroni Spritz*, *Spicy Margarita*, *Paloma*, *Espresso Martini*, *Ginger Mule*, *Spiced Old Fashion*, and *Mojito*, all with zero sugar and a mere 5 calories per serving. Not stopping there, Little Saints also introduces *St. Ember*, a non-alcoholic spirit designed to be enjoyed on the rocks or as a creative substitute for mezcal or tequila. As well as *St. Juniper*, a bespoke blend of juniper, birch, angelica root, and cardamom extracts brings a familiar gin-like herbaceous taste, nose and brightness to finish. littlesaints.com



HIGH 9INE THC DRINKS

Produced locally in Clintonville, Wis., HIGH 9INE is not just another THC drink, it is a complete beverage experience. Crafted with premium proprietary ingredients including THC honey, real juice, coconut water, organic vitamins and no added sugar, HIGH 9INE tastes delicious and will leave you feeling amazing without the aroma or taste of hemp! And it is non-carbonated, allowing the consumer to drink at their own pace while also avoiding bloating.

Each beverage is only 25 calories and 10mg of Delta-9 THC per 12 oz serving. Available as caffeinated or caffeine free, HIGH 9INE flavors include blackberry, pineapple, limeade, and watermelon flavored half tea and half lemonade. Distributed by Badger Liquor and Mega Beer in Wis., HIGH 9INE is available at retailers across the state including Total Wine & More, Festival Foods, Woodman's Markets, CBD American Shaman, and many independent retailers. Relax, hydrate and revitalize with a delicious and juicy tasting HIGH 9INE. Cheers to your health! By Franz Tudor, CEO high9ine.com



HAPPI THC SELTZERS

Happi is a cannabis-infused seltzer that's made for any occasion. From group get-togethers to relaxing me-time, there's a can for every moment. Happi's delicious flavors are all natural, non-GMO, gluten-free, and made with real fruit. At just 20-50 calories, Happi makes every moment happier. Find Your Happi today. happihourdrink.com



FLORAL THC SELTZERS

Whether you're sipping one or downing several, you don't have to worry about calories or an alcohol hangover with these Floral seltzers. They're a team of farmers, chemists, scientists, herbalists, and attorneys working together to bring you a truly farm-to-fridge product. That means you don't need to worry about where your product was grown, where it was purified, who formulated it, or how it was canned. In a new industry where it's hard to know who to trust, they're setting the standard for product quality and transparency. tryfloral.com



CURIOUS ELIXIRS NON-ALCOHOLIC COCKTAILS

Booze-free craft cocktails infused with herbs and adaptogens to help you unwind. Nonalcoholic, no refined sugar, and always crafted for complexity with organic ingredients. Their flavors are bold and crafted for the adventurous. Each flavor is a collaboration between their team of world-class bartenders, herbalists, and food scientists, and they proudly use only organic juices, herbs, spices, roots, barks, and botanicals to make your mouth dance. Each Curious Elixir also bolsters the body using the mysterious properties of plants — from an ancient botanical that increases serotonin and dopamine precursors, to another that increases circulation and was used in Mayan culture as an aphrodisiac. curiouselixirs.com



Available locally at Woodmans in Altoona.

SIP. CHILL. REPEAT.

The “sober curious” movement—choosing to reduce or eliminate alcohol consumption for health, mental clarity, or lifestyle reasons—has sparked a wave of innovation in the beverage industry. Whether you’re looking to cut back on alcohol or ditch it altogether, today’s market offers a wide array of enticing alternatives that mimic the complexity, flavor, and ritual of traditional alcoholic drinks, without the downsides. Navigating these options can be overwhelming, but with a little guidance, you can find the perfect drink to suit your taste and intention.

CATEGORIES OF SOBER CURIOUS DRINK OPTIONS

1. Non-Alcoholic Spirits and Cocktails:

Brands like Seedlip, Monday, and Ritual have pioneered the category of non-alcoholic spirits, offering botanical and spice-forward blends that mimic the structure of gin, whiskey, and tequila. These can be used to craft sophisticated mocktails that satisfy the social and sensory aspects of drinking. Ready-to-drink (RTD) mocktails such as those from brands like Curious Elixirs and Kin Euphorics combine adaptogens, nootropics, and unique flavors for a more holistic experience.

2. Non-Alcoholic Beers and Wines:

Alcohol-free beers have dramatically improved in taste and variety. Companies like Athletic Brewing Co. and Partake Brewing offer IPAs, stouts, and lagers that retain the complexity of craft brews. For wine lovers, options like Surely and Leitz offer dealcoholized wines that maintain the nuanced flavors of traditional vintages. Some brands even produce sparkling options for celebratory occasions.

3. Functional Beverages:

These drinks focus on wellness benefits rather than replicating the taste of alcohol. Drinks like Recess, Hiyo, and De Soi use ingredients such as ashwagandha, L-theanine, or CBD to promote calm or focus. These are ideal for those more interested in feeling good than recreating the “drink” experience per se.

4. Premium Sodas, Teas, and Tonics:

Artisan sodas, kombuchas, and infused sparkling waters can offer satisfying, complex flavor profiles. Brands like Olipop, TÖST, and Minna produce beverages that bridge the gap between soda and cocktail alternatives, often with added health benefits like prebiotics or antioxidants.

FINDING THE RIGHT FIT

1. Know Your Intention:

Are you looking for a social drink that mimics alcohol, a wellness tonic, or simply something more interesting than water? Clarifying your goal will narrow your choices and help you avoid spending on products that don’t suit your needs.

2. Understand Flavor Profiles:

Just like with wine or cocktails, personal taste matters. Do you enjoy bitter, herbal, fruity, or spicy flavors? Brands like Ghia or Amass offer more bitter, aperitif-style options, while others like Hiyo provide sweeter, tropical blends. Sampling variety packs is a great way to discover your palate.

3. Pay Attention to Ingredients:

Many of these drinks contain herbs or adaptogens. While generally safe, it’s worth checking for allergens, caffeine content, or interactions with medications.

4. Start Small, Experiment Often:

The sober curious journey is personal. You don’t need to commit to one brand or style. Explore local shops, subscription boxes like Raising the Bar, or tasting flights at non-alcoholic bottle shops if available in your area.

In today’s rapidly expanding sober curious landscape, there’s truly something for everyone. With curiosity and a little experimentation, you’ll find a new favorite that fits your lifestyle, enhances your well-being, and keeps your glass full—no alcohol required.

CHECK OUT THESE ZERO HANGOVER DRINKS WE’VE GOT IN OUR FRIDGES RIGHT NOW!



INDEED BREWING CO.

Featuring an array of flavor combinations and full-spectrum, hemp-derived THC and CBD dosage options, their lineup of unique Sparkling THC drinks hits just right. For the low-dose herbaceous dabblers and high-dose sweet-tooth partakers alike, sips and giggles flow from every can. indeedbrewing.com



CYCLING FROG

Who needs booze when you’ve got these? Blends of THC and CBD for a sweet-tart kick that’s refreshing and fun. Perfect for when you want to unwind without the hangover, these seltzers are a guilt-free, flavorful alternative that’ll keep you coming back for more. cyclingfrog.com



DRINKIN' BUDS

All the buzz, zero alcohol. Enjoy the perfect social high without a drop of booze. Fast-acting freedom. Feel the vibe in just 10-15 minutes – no waiting around. Perfect balance: 5 mg THC + 5 mg CBD for an ideal, balanced experience. drinkinbuds.com



KURIBL

Indulge in the refreshing taste of 10mg THC Sparkling Waters in a variety of flavors. Offering the perfect balance of THC infusion and natural flavors for a crisp and satisfying experience. Their premium hemp extract is grown in Minnesota with over 4 generations of farming experience. kuribl.com

CLARITY

Straight from the can or stirred into a mocktail, their five classic THC seltzer flavors come in 5mg and 10mg formulations to crack open your beverage possibilities. All seltzers are zero sugar, zero carbs, and zero calories. seekclrtty.com

KAVA HAVEN

Kava-infused non-alcoholic spirit designed to provide a refreshing alternative to traditional spirits, offering you a moment of relaxation and social stimulation. Kava Haven delivers a smooth flavor reminiscent of a lemon drop shot with a ginger kick. kavahaven.com

OHHO

These sparkling cannabis-infused seltzers are low on calories, high on vibes. Fast-acting nanotechnology, and mood-boosting ingredients, deliver a smooth, bubbly buzz—with benefits. weareohho.com

FREE AF

They create non-alcoholic expressions of your favorite cocktails that are clean, beautifully refreshing, and enhanced with Afterglow™—their signature ingredient that delivers the warmth and magic of a cocktail without the alcohol. us.af-drinks.com

ARTET

A cannabis-infused sparkling beverage. Artet is zesty, refreshing, and completely at home in a cooler. Every 8 fl oz can contains 5mg of hemp-derived Delta-9 THC, and 5mg of CBD. artet.com

