

MOCKTAIL HOUR

LIFT YOUR SPIRITS WITH GUILT-FREE IMBIBING

BY JACKIE COOPERMAN

THE big buzz in the beverage industry is about no buzz at all. From Manolo Blahnik's swanky new zero-alcohol bar at its Madison Avenue boutique (serving "NO-Gronis" and other mocktails) to booze-free Jukes Cordialities and nonalcoholic New London Light gin, mindful drinking is all the rage.

"I was spurred by pregnant women clients, my inability to handle sugar in menopause and my desire to create a nonalcoholic Campari," veteran bartender Gaby Mlynarczyk explains of her decision to write the visionary cocktail tome "Clean + Dirty Drinking" back in 2018. (It features dual recipes for cocktails with and without spirits.)

Since then, she notes, the legalization of cannabis and the arrival of COVID-19 have spurred more drinkers to eschew alcohol as they focus on their health. It's part of a growing trend that's pushed nonalcoholic beverage sales up 33 percent in the past year, for a total of \$331 million in revenue, according to research firm Nielsen.

"The recovery from an alcoholic binge is prohibitive," Mlynarczyk says. "We're looking for less offensive ways to enjoy ourselves and low-alcoholic cocktails are the way to go."

A Los Angeles-based bar consultant, Mlynarczyk fashions sophisticated drinks using ingredients like coriander, angelica and juniper to infuse nonalcoholic gin, and chai-spice teas to create an NA rum and Coke. To capture the viscosity and body typical of an alcoholic cocktail, she often adds glycerin.

Working extensively with tea bases and creating satisfying cocktails also inspires Anna Welker, who oversees the mocktail program at the Topside bar at the Revival hotel in Baltimore, one of more than 20 Hyatt hotel properties offering such a selection.

"We're seeing the best reactions when people spot the Zero Proof, Zero Judgment section on our menu. It makes my day every single time," she says. "Everyone deserves something delicious, crafted just for them, that looks cute on Instagram and that they're excited to enjoy and show off to their friends, no matter the proof of the beverage."

Her favorite nonalcoholic pours include Ritual Zero Proof's spirit alternatives, Grüvi Dry Secco sparkling wine, Ghia's Le Spritz aperitivo and Lagunitas' Hoppy Refresher sparkling hop water.

And the list of booze-free beverages continues to expand, including wine from Studio Null (which sells sparkling and white blends from Germany as well as a Spanish Tempranillo-syrah red), tequila from California's Free Spirits and an eerily authentic IPA from Connecticut-based Athletic Brewing Co. Australian brand Remedy recently launched its sugar-free kombucha in the US, touting the brew's probiotic health benefits and ease of mocktail mixing. (Drinkers who don't want to completely abstain can try Osmosis sauvignon blanc — a low-alcohol option with zero residual sugar.)

Celebrities are also getting in on the act: Supermodel Bella Hadid co-owns Kin Euphorics, which sells Instagram-friendly spritzes and tonics, while Blake Lively just launched Betty Buzz, a line of nonalcoholic sparkling mixers. And industry insiders say this is just the beginning.

"There's a gold rush of fantastic, new nonalcoholic products that deliver the same bright flavors of traditional liquors, but without the alcoholic content," says Elva Ramirez, author of "Zero Proof: 90 Non-Alcoholic Recipes for Mindful Drinking." "Keep the gin, skip the booze."



PHOTO BY ARTHUR BELEBEAU
STYLED BY JOHANNAH MASTERS

Salvatore Ferragamo dress, De Beers necklace,
Buccellati ring and Franck Muller watch



FROM LEFT: Remedy Kombucha (24 pack), \$40 at Amazon.com; **New London Light** nonalcoholic spirit, \$40 at Amazon.com; "High Rhode" nonalcoholic aperitif, \$39 at KinEuphorics.com; Sauvignon blanc low-alcohol wine, \$15 at OsmosisWines.com; **Studio Null** "Prickly Red" nonalcoholic wine, \$32 at NullWines.com

PHOTOS COURTESY OF THE BRANDS.

WELL AND GOOD

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HYPNOTIZING CARMEL

With its zen-like treetops and endless gardens, California's **Spa Aiyana at Carmel Valley Ranch** is the perfect place to get centered. Its **Hypno-Health: Wellness for Mind & Spirit** treatments target the usual suspects — anxiety, sleep issues and weight loss — via guided self-hypnosis sessions. Bee Epstein-Shepherd, Ph.D., leads her patients in intense concentration and focused-attention exercises to achieve a heightened state of awareness. Afterwards, she provides clients with a recording of their session, so they can continue their work at home. CarmelValleyRanch.com



SEDONA SOUNDBATHING

Get out of the treatment room and into the Arizona wild with **L'Auberge de Sedona's L'Apothecary Spa's Connecting With Nature - Shinrin-Yoku**. Inspired by Japanese rituals, the forest-bathing practice takes place under the property's canopy of sycamore trees and beside its flowing Oak Creek. Guests spend 60 to 90 minutes responding to movement prompts and various natural sounds — with journals provided to reflect on the experience. The spa says the treatment reduces blood pressure and stress, boosts the immune system and improves sleep. Lauberge.com



SPLITTING HAIRS IN SANTORINI

Perched over Santorini's iconic caldera, the **Kallos Spa at Andronis Concept** tackles hormonal and digestive health with the diagnostic power of just four strands of hair. Administered by medical doctor Zulia Frost, the **Cell Well-being Hair Profiling Test** takes just 20 minutes and promises to evaluate 800 key wellness indicators, pinpointing imbalances and detecting toxicity in the body. Dr. Frost customizes nutritional guidance and recommends spa services such as massage, body-scan meditations, Kundalini dance, sleep yoga and bathing pool sessions. Andronis.com



FLOATING FREE

Deprivation is hardly a word that comes to mind at the **Flow spa at Patina Maldives**, but its **Float Pod and Dream Scapes Therapy** involves exactly that. The one-hour service removes natural light and gravity, suspending guests in an Epsom salt-filled flotation tank heated to 96.8 degrees (matching skin temperature). Once ensconced, bathers experience what the spa calls "dream scapes" — a combination of sounds, music and guided imagery intended first to relax the consciousness and then engage the subconscious — reducing anxiety and pain. PatinaHotels.com

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