

FIVE  
REASONS  
WHY

# MOCKTAILS

**1** ” IN RECENT YEARS MOCKTAILS HAVE BECOME PART OF A LIFESTYLE FOCUSED ON **PLEASURE** AND **INDULGENCE** AND THEY HAVE COME TO STAY.

NILS WRAGE, HEAD OF CONTENT OF THE MAGAZIN MIXOLOGY, A HIGH VALUED MAGAZIN FOR BAR CULTURE, BASED IN BERLIN

**2** BENEFIT FROM THE **GROWING TARGET GROUP** OF HEALTH CONSCIOUS PEOPLE WHO WANT TO HAVE FUN AND STAY SOBER.

**3** OFFER PEOPLE A **COCKTAIL FEELING** WITHOUT BOOZE

MOCKTAIL IS A COCKTAIL-STYLE BEVERAGE MADE WITHOUT ALCOHOLIC INGREDIENTS. THE WORD IS A MIX OF „TO MOCK“ (IMITATE) AND „COCKTAIL“.



**4** INDULGE PEOPLE WITH **COMFORTABLE** AND **CONVENIENT** DRINKS

MOCKTAILS ARE READY TO DRINK AND EASY TO HANDLE – AT HOME, PICNIC, BARBECUE, GARDENPARTY, ...

**5** BENEFIT FROM A GREAT VARIETY OF **COCKTAIL EVERGREENS** AND TRENDY **IT-DRINKS**

GIN TONIC, GIN FIZZ, MIMOSA, MOSCOW MULE, LILLET BERRY, ...

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