



# The NA Playbook

A Guide to Non-Alcoholic Products



# Cocktail Substitutes

## Analogue NA Spirits

NA versions of traditional spirits, formulated to mimic the taste, mouthfeel, and complexity of their alcoholic counterparts.



## Apéritifs

NA beverages inspired by European apéritifs, often botanically rich, slightly bitter, and designed for pre-meal drinking.



## Bitters

NA versions of cocktail bitters, used for flavoring drinks with an herbal, aromatic, and slightly bitter taste.



# Functionals

## Herbal & Root Adaptogens

Botanicals that help the body adapt to stress, enhance focus, and promote overall balance.

### Kava

Derived from the root of the Piper methysticum plant, traditionally used in the South Pacific for relaxation and social gatherings.



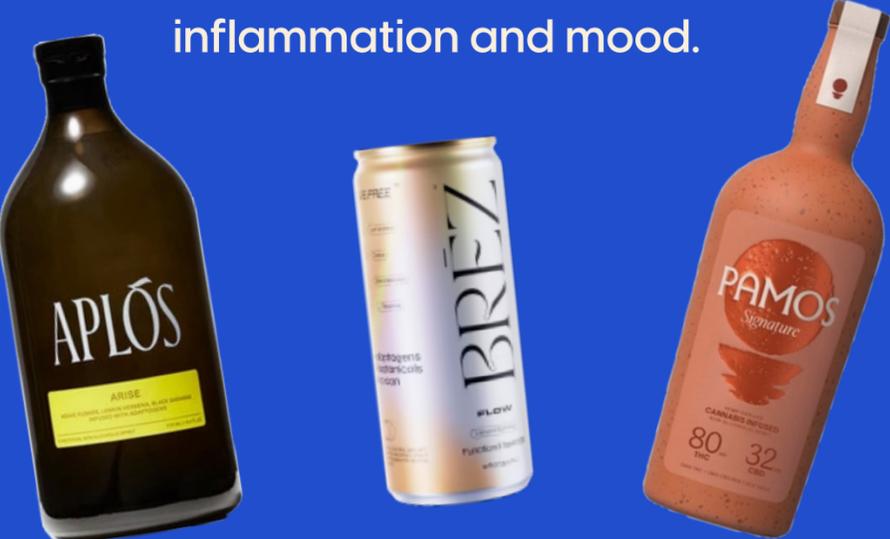
### Functional Mushrooms

Natural fungi that support cognitive function, immunity, and sustained energy.



### Hemp-infused

Contains CBD and other hemp-derived compounds to support relaxation, inflammation and mood.



# Fermented and Brewed

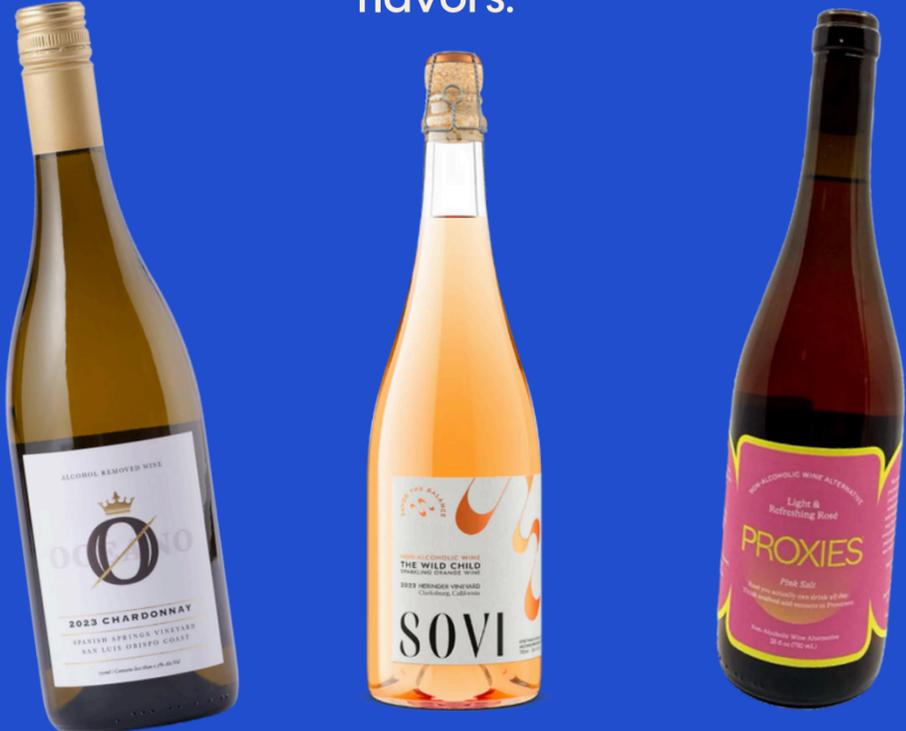
## NA Cider

Crafted from fermented apples, NA cider offers the depth of traditional cider without the alcohol.



## NA Wine & Proxies

Traditional wine that has undergone a dealcoholization process or products intended to capture the essence of wine flavors.



## NA Beer

Brewed like traditional beer, but with alcohol removed or limited to <0.5% ABV.



# Fermented and Brewed

## Hop Water

A sparkling water infused with hops, delivering a beer-adjacent experience without the booze.



## Tea-based

Beverages made with various teas often blended with botanicals to create complex flavors and occasionally fermented.



# Find NA Products:

Online - [The Zero Proof](#)

*\*Use link  
for 15% off your order*

In-Person - [Zero Proof Nation](#)

Find a local NA bottle shop