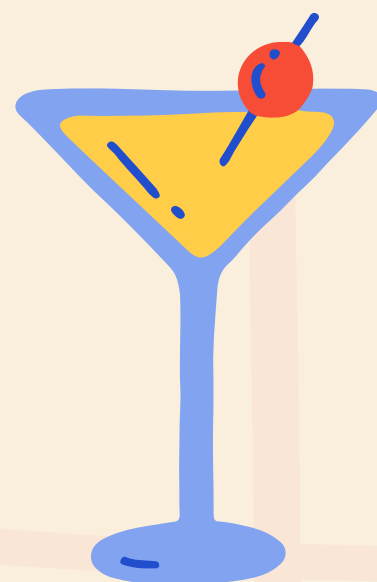




The NA Playbook

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

Kava

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



Herbal & Root Adaptogens

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



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 Beer

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



NA Wine & Proxies

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



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



In-Person - Zero Proof Nation

Find a local NA bottle shop