

What's your fair flavor?

Pick Your Perfect Fair Mocktail

- If you love bright lights and Ferris wheels → ***Blue Ribbon Fizz***
- If you prefer quiet mornings at the barns → ***County Cooler***
- If you can't resist fair food → ***Sunset Spritz***
- If you're all about the community → ***Grand Champion Pal-oma***

Notes

Brainstorms and lightbulb moments that popped up while flipping through this book:



FEELING GOOD, INSIDE AND
OUT, ONE MOCKTAIL AT A
TIME.



WHAT'S NEXT?

Your Next Steps

- Start small - add one mocktail station this year.
- Download the printable Mocktail Setup Planner.
- Pitch your board using the checklists included.
- Create a “pop-up” at a local festival or farmers market.
 - Generate “buzz” around the topic and share that it is something new offered at the fair.
- Reach out to me if you'd like a custom consulting package or design help.
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Download printable versions of the Mocktail Setup Planner and Pitch to Your Fair Board Checklist at championshowbanners.com/mocktails

Take a moment to visualize your event's new look.

Imagine the colors, signage, and laughter when every guest, drink in hand, feels included.

What will that look like at your fair next year?

your own

recipe *ideas*

BEYOND THE BEER GARDEN



Name:

Ingredients

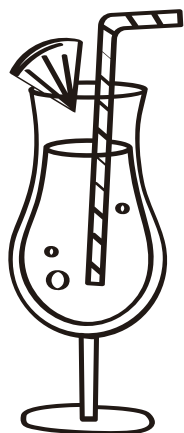
Instructions



Name:

Ingredients

Instructions



Name:

Ingredients

Instructions

your own drink name*ideas*

BEYOND THE BEER GARDEN

Fun & Playful

- Midway Mango Mixer
- Ferris Wheel Fizz
- Raspberry Ribbon Refresher
- Prize Pig Punch
- Carnival Crush Cooler

Come up with some fun & playful names of your own



Elegant & Local

- County Line Cooler
- Harvest Sunset Spritz
- Grandstand Glow
- Fairground Fizz
- Champion's Mango Mixer



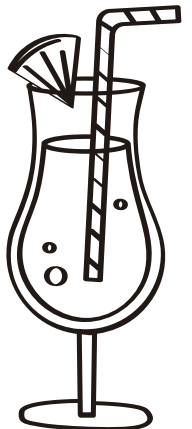
Come up with some elegant & local names of your own



Themed Around Competition & Celebration

- Blue Ribbon Breeze
- Grand Champion Cooler
- Show Ring Spritz
- Raspberry Rodeo Refresher

Bring out your inner competitor and come up with some names of celebration or competition



Checklist #1: How to Pitch Mocktails to Your Fair Board

PURPOSE: HELP READERS MAKE THE CASE FOR ADDING MOCKTAILS AS A REVENUE AND INCLUSION FEATURE.

Before the Meeting

- ☐ Identify the decision-makers (board, director, or sponsorship chair).
- ☐ Prepare basic data on mocktail trends and non-alcoholic beverage sales.
- ☐ Estimate potential revenue increase from retaining sober attendees.
- ☐ Gather at least one sponsor or vendor interested in supporting the concept.

During the Presentation

- ☐ Lead with inclusivity - “This isn’t about replacing alcohol; it’s about adding choice.”
- ☐ Present a sample mocktail menu with prices and profit margin examples. Don’t plan to make them in-house? Have a list of potential mixologists available to share with the board.
- ☐ Highlight sponsorship potential (“Mocktail Lounge Presented by XYZ Market”).
- ☐ Show photos or mockups of your planned setup for visual impact.

After the Meeting

- ☐ Send a short recap email with the highlights of your pitch.
 - ☐ Attach photos or links to other fairs offering NA options.
 - ☐ Ask for next steps and offer to coordinate logistics or marketing.
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End on the value of community connection and guest satisfaction,
not just sales!

Worksheet #1: Mocktail Setup Planner

PURPOSE: A PLANNING SHEET FOR ANYONE ADDING A MOCKTAIL BOOTH OR SPACE TO THEIR FAIR OR EVENT.

Event Info

- Event Name: _____
- Date / Location: _____
- Expected Attendance: _____
- Total Ingredient Budget: _____

Menu Planning

Drink Name	Ingredients	Cost per Drink	Selling Price	Notes
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Staffing & Logistics

- Who will mix & serve drinks: _____
- How many staff needed per shift: _____
- Training completed? (Y/N) _____
- Setup Time Required: _____

Day	Drinks Sold	Gross Revenue	Notes

Post-Event Notes

- Best-seller: _____
- Attendee Feedback: _____
- Improvements for next year: _____

Worksheet #2: Mocktail Garden Planner

PURPOSE: GIVES IDEAS TO YOUR BOARD AS SUPPLEMENTATION AND SUPPORT

Agricultural Education Aspect

Cultivate herb or mocktail gardens and provide signage that showcases their use in beverages. Expand your offerings by growing various berries, citrus fruits, and more, while educating your audience.

- **Mint:** An essential mocktail ingredient, used for classic mojitos and mint julep-style refreshers. Consider different varieties like spearmint, chocolate mint, or mojito mint for varied flavor profiles.
- **Basil:** This herb offers a peppery kick that pairs well with fruit, especially berries and citrus. Try growing varieties like lemon or cinnamon basil for a unique twist.
- **Rosemary:** Adds a sophisticated, aromatic, and savory flavor to drinks. It can be used to create infused simple syrups or as a fragrant garnish.
- **Lavender:** The fragrant, calming flowers add a delicate floral note to lemonades and spritzers. Use culinary varieties, such as English lavender, for the best flavor.
- **Cucumber:** A refreshing and hydrating addition to a wide range of beverages, including spritzers and coolers.
- **Strawberries, Blueberries, Raspberries, Blackberries:** Classic fruits for mocktails, can be served whole, sliced, muddled or pureed.
- **Thyme:** This earthy, citrusy herb works well with fruits like peaches and blood oranges.
- **Sage:** Offers a robust, aromatic flavor that pairs nicely with fruits and sweeter drinks.

Competitive Exhibit Aspect

- Create classes within your static departments that utilize different “Mocktail Garden” mixes that grow well in pots. Add a class/lot for dehydrated mixer mason jars.
- Bring in local garden groups to plant herb garden displays that can then be used as ingredients in the drinks. A true “fair/farm-to-table” experience.

Other Ideas:

Bonus Idea: Partner with local FFA or horticulture classes to grow herbs and berries for next year's mocktail menu. A hands-on learning project that connects agriculture and hospitality.

MIDWAY MANGO MIXER

FRUITY • SPARKLING • CROWD-PLEASER

Ingredients:

- 3 oz mango nectar or puree
- 2 oz raspberry LaCroix
- ½ oz lime juice
- Splash of honey syrup
- Instructions:
- Shake mango and lime juice with ice. Strain into a chilled glass, top with LaCroix, and garnish with a fresh raspberry and mint sprig.
- A bright, fair-inspired twist on the classic margarita with all the fun, zero proof.

What other name ideas do you have for this?

What 1-2 ingredients would you add or swap?

How could you name or theme this drink to tie in to one of your sponsors?