



## **FOR IMMEDIATE RELEASE**

### **In Celebration of Dry January, [Mocktail Fest Miami](#) Presents: ‘Dry Fest’ with KUL MOCKS as Presenting Sponsor**

**Miami, FL — December 23, 2024** — Following the success of Mocktoberfest 2024, Mocktail Fest Miami proudly announces its second signature event, **Dry Fest**, presented by **KUL MOCKS**, on **January 10, 2025**, from **4:00 PM to 8:00 PM** at [1-800-LUCKY](#), located at **143 NW 23rd Street** in Wynwood, Miami.

**Dry Fest** invites attendees to kick off the new year with a lively celebration of non-alcoholic beverages in a party atmosphere. Whether embracing **Dry January**, exploring the rise of alcohol-free options, or simply seeking a unique night out, Dry Fest will offer a fun, inclusive experience for everyone, not just the sober-curious.

“Mocktail Fest Miami continues to lead the charge in curating the best non-alcoholic beverage tastings and experiences,” said **Marlene Aguilar**, Co-Founder of Mocktail Fest Miami. “Dry Fest is more than a celebration of great NA drinks—it’s about community, discovery, and creating vibrant social spaces.”

“It’s extraordinary to taste so many delicious new alternatives to alcohol. Drinking less is more than a trend, it’s a movement,” said **Michael Weschler**, Co-Founder of Mocktail Fest Miami.

#### **The Growing NA Movement**

The demand for alcohol-free options is at an all-time high. In 2024, the IWSR (International Wines and Spirits Record) reported a **31% growth** in the U.S. market for no/low alcohol beverages. By 2025, this segment is forecasted to exceed **\$1 billion** in value, reflecting a significant consumer shift toward healthier and more conscious choices. Dry Fest celebrates this growth by providing a platform for attendees to discover their new favorite beverages and for brands to connect with their ideal audience.

## Event Highlights

Dry Fest offers a vibrant and diverse lineup of experiences for all attendees! Enjoy tastings from leading brands in the growing non-alcoholic beverage category:

- **Premixed Mocktails:** Try [KUL MOCKS](#), innovative and ready-to-drink mocktails, crafted to bring you elevated, alcohol-free refreshment in every sip. Their women-owned company was created to give consumers the experience of drinking a delicious craft cocktail, minus the alcohol.
- **Crafted Mocktails & Juices:** Try [CLEAN CO](#) Zero Proof Spirits & learn how to mix up your own mocktail creations. Sip on handcrafted mocktails made with [Santa Cruz Organic](#) and [R.W. Knudsen](#) delivering bold, fresh flavors, sustainably. •
- **NA Beers & Wines:** Taste full-bodied non-alcoholic beers from [CERIA](#) Brewing Company, founded by legendary brewmaster, Keith Villa, of Blue Moon fame. [Nolo Miami](#) is all about the zero-proof lifestyle, offering premium, curated wines like Cipriani's Bellini Zero at their tented lounge. Activating the NA-Tiki Bar is premium, zero-proof [St. Regis Wines](#), made from 100% quality wine, not juice. They use a state-of-the-art vacuum distillation process to remove the alcohol, but not the fun. [BOLLE](#) alcohol-free wines, recently featured on the Today Show, are also designed for elegant, sophisticated enjoyment.
- **Functional & Focus Drinks:** Explore locally owned [Course Record](#)'s beverages for enhanced focus and performance, co-founded by Professional Golfer, Keaton Veillette, along with [High Ground](#)'s sparkling adaptogen teas and mushroom infused seltzer crafted to elevate wellness and mindful enjoyment. Enjoy locally founded [Liberty IN A CAN](#), America's THC Seltzer, as well as [Milonga Mate](#)'s energizing herbal infusions.
- **Live DJ Sets:** Groove to high-energy beats throughout the evening, creating a fun and electric atmosphere.
- **Pan-Asian Cuisine:** Indulge in delicious dishes from [1-800-LUCKY](#)'s six different acclaimed kitchens, available for purchase and perfectly paired with non-alcoholic beverages. (VIP-level tickets include an appetizer sample.)

## **A Celebration With a Purpose**

A portion of event proceeds will benefit the [Miami Rescue Mission/Caring Place](#), a cornerstone organization in South Florida providing over 100 years of food, shelter, and recovery programs to individuals and families in need.

**Tickets:** Tickets are now available on **Eventbrite**, starting at **\$20**, with early-bird pricing available through **December 31, 2024**. Don't miss this exciting opportunity to kick off the new year in style and meaningful celebration in community.

👉 [Get Tickets Here](#)

## **About Mocktail Fest Miami**

Mocktail Fest Miami is the only event series dedicated to celebrating the growing world of non-alcoholic beverages with the best curated options available. The quarterly series combines vibrant flavors, community engagement and a commitment to inclusive, hangover-free fun.

### **About The Venue:**

Located in Wynwood, **1-800-LUCKY** is Miami's premier mix of eclectic Pan-Asian cuisines, dynamic nightlife, and a vibrant bar scene. With its party atmosphere and six unique dining concepts, it's the ideal venue for Dry Fest Miami. This is the second Mocktail Fest Miami event hosted by 1-800-LUCKY.

### **About KUL MOCKS**

[KUL MOCKS](#), our presenting sponsor, is redefining the adult non-alcoholic beverage space with refreshing, high-quality mocktails designed for today's sober-curious lifestyle. Committed to taste and innovation, KUL MOCKS aims to elevate the NA experience while fostering connection and celebration. A trailblazer in the zero-proof beverage industry since 2020, they're bringing their flavorful creations beyond the walls of our local Publix, Total Wine and Walmart straight to the heart of Dry Fest. "Dry Fest is a one-of-a-kind event that champions the best of non-alcoholic beverages, designed for today's health-conscious lifestyle and filled with energetic, fun vibes," says Danielle Goss, CEO of KUL MOCKS and a licensed dietician with the Mayo Clinic. "We're thrilled to showcase our craft mocktails and keep the festivities lively at such an inclusive and dynamic celebration."

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