

Press Release

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FOR IMMEDIATE RELEASE

Mocktail Fest Miami Returns, Reflecting Miami Beach's Shift Toward Wellness and Conscious Living

MIAMI BEACH, FL — Miami Beach is redefining its global reputation. Once known primarily for nightlife and excess, the city is now leaning into wellness, culture, and community. As part of this transformation, Mocktail Fest Miami returns on Sunday, January 11, 2026, from 5:00 PM to 9:00 PM at the Miami Beach Botanical Garden, bringing together the best of alcohol-free variety, food, and entertainment for Dry January with hundreds of new alternatives to alcohol.

This year's festival will feature a curated mix of crafted mocktails, premium non-alcoholic wines, functional beverages, and crafted non-alcoholic beers from around the world. Guests will also indulge in local culinary dishes and enjoy immersive entertainment in one of Miami Beach's most iconic venues, offering a vibrant, elevated experience without the hangover.

The timing reflects a cultural wave: According to a recent Forbes Magazine report, [54% of Americans are drinking less](#). The no-alcohol market is surging—U.S. volumes are forecast to grow 18% annually through 2028, reaching nearly \$5 billion (IWSR, formerly International Wine & Spirit Record). And restaurants from coast to coast are seeing demand skyrocket: [Food & Wine](#) reports that non-alcoholic beverage sales at the Four Seasons Philadelphia doubled in just five months after launching a dedicated menu. Mocktail Fest Miami gives brands a chance to meet both consumers and trade in a dynamic and rapidly expanding market.

“Mocktail Fest Miami isn't just an event, it's part of a lifestyle shift,” said Marlene Aguilar, Co-Founder. “People are embracing conscious living, and this festival connects them to the best alternative beverages and ideas shaping that movement.”

The city's evolution provides a powerful backdrop. As reported this summer in Miami Today News outlet, Miami Beach has embraced the [Blue Zones initiative](#), reorienting its identity toward wellness, healthier lifestyles, and mindful community programming. “We

are really picking up our game and becoming a health and wellness destination,” said Miami Beach Mayor Steven Meiner. “Blue Zones is health and wellness in many different aspects—physical activity as well as good dieting and eating. It really fits in with our image and reputation.”

“For this year’s event, choosing the Miami Beach Botanical Garden reflects our vision of a fun party in a lush tropical setting without the need for alcohol,” added Michael Weschler, Co-Founder. “It’s a venue that mirrors the spirit of the event—creative, inclusive, and rooted in Miami’s evolving identity as a wellness-focused community.”

A portion of proceeds will benefit the **Miami Rescue Mission/The Caring Place**, supporting more than a century of shelter and recovery programs for those in need.

Tickets will go on sale in November 2025. For updates, visit mocktailfestmiami.com or contact marketing@mocktailfestmiami.com.

About Mocktail Fest Miami

[Mocktail Fest Miami](#) is the city’s premier event series dedicated to non-alcoholic beverage excellence, delivering inspired experiences that celebrate conscious living, exceptional taste, and meaningful connection. Each edition brings together a curated mix of innovative brands, crafted mocktails, and immersive cultural programming, establishing Miami as a destination at the forefront of the no- and low-alcohol movement and healthy living.

About the Miami Beach Botanical Garden

The [Miami Beach Botanical Garden](#) is an urban sanctuary in the heart of Miami Beach featuring lush landscapes, native plants, and curated beauty. It hosts cultural events, performances, and celebrations that highlight Miami’s unique natural and artistic spirit.

About The Miami Rescue Mission (The Caring Place)

For more than 100 years, the [Miami Rescue Mission \(The Caring Place\)](#) has provided shelter, recovery programs, and compassionate care to individuals and families experiencing homelessness, guiding them toward renewed dignity and opportunity.

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IMAGES BELOW: Scenes from Mocktail Fest Miami 2025. This year's event will be held at the Miami Beach Botanical Garden.



Guests exploring a lively array of non-alcoholic brands and experiences at Mocktail Fest Miami.



Sampling premium non-alcoholic wines at one of the tasting stations during Mocktail Fest Miami.



Festival-goers toast with alcohol-free cocktails at Mocktail Fest Miami.