

FOR IMMEDIATE RELEASE

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Mocktail Fest Miami Presents “Mocktoberfest Miami”: A Celebration of Mindful Drinking, Wellness, and Discovery around “Sober October” on October 4th, 2024

Miami, FL — September 9, 2024 — In response to the growing trend of mindful drinking, wellness, and the “sober curious” movement, **Mocktail Fest Miami** is thrilled to announce its inaugural event, **Mocktoberfest**, taking place on October 4, 2024, at **1-800-LUCKY** in Wynwood, Miami. From 3:00 pm to 7:00 pm, attendees will have the opportunity to discover and taste a variety of non-alcoholic beverages, including mocktails, non-alcoholic beers, wellness drinks, and refreshers, all paired with delicious Pan-Asian food from six different restaurants.

Mocktoberfest Miami is a fun twist on the traditional Oktoberfest, swapping out the usual focus on beer and alcohol, whereas this new event is a celebration of mocktails, non-alcoholic beers, and other alcohol-free options. The festival creates an inclusive space for both non-drinkers and the sober-curious or the sober-ish to enjoy vibrant flavors, socialize, and discover new beverage ideas, all while maintaining the lively and festive atmosphere of the classic Oktoberfest.

With recent studies from the International Wines and Spirits Record (IWSR) showing that the no/low alcohol beverage category is expected to grow by 31% in 2024, Mocktoberfest Miami taps into this expanding trend. The event is designed to showcase that mindful drinking doesn't have to be boring—instead, it can be an engaging and flavorful experience.

Mocktoberfest Miami is the first of many events organized by **Mocktail Fest Miami**, with the next festival planned for January 2025 to celebrate Dry January. These events aim to create fun, inclusive experiences where attendees can explore new beverage options, promote healthy living, and enjoy the vibrant, festive atmosphere that Miami is known for.

Event Highlights Include:

- **Tasting Stations:** Sample a variety of non-alcoholic drinks, including mocktails, non-alcoholic beers, wellness drinks, and refreshers from top brands.
- **Live Music:** High-energy DJ sets will keep the atmosphere lively throughout the festival.
- **Mixologist Demos at the Bar:** Learn how to create new innovative mocktails using fresh ingredients as well as putting a fun non-alcoholic twist on classics like Mojitos and Margaritas (aka "Mockaritas"), from an expert mixologist.
- **Food Pairings:** Six Asian restaurants will offer deliciously diverse food options that pair perfectly with any drink, and each ticket includes a complimentary appetizer sample.

“As someone who doesn't drink alcohol, I've seen how mocktails can transform social gatherings—offering the same excitement and fun without the hangover,” said **Marlene Aguilar**,

co-founder of **Mocktail Fest Miami**. “Mocktoberfest is all about discovery and celebration. It’s the perfect way for people to explore new beverage options, enjoy a fun event, and realize that you can have a great time without alcohol. We’re excited to bring this movement to Miami, showing that mocktails can make any occasion as vibrant as traditional cocktails.”

*Tickets are on sale and available now via **Eventbrite** for \$25. Purchase before September 30 to receive a special discount. Each ticket includes one complimentary mocktail and one appetizer sample. Secure your spot at **Mocktoberfest** by visiting:

<https://www.eventbrite.com/e/mocktail-fest-miami-mocktoberfest-tickets-975787104497>

About 1-800-LUCKY:

Located in the heart of Wynwood, 1-800- LUCKY is Miami's premier Asian food hall, offering a lively, eclectic mix of dining options and nightlife. Known for its vibrant atmosphere, 1-800-LUCKY features six restaurants, a bar, and live music, making it one of the most popular destinations in the city. The venue blends culture, food, and entertainment, creating the perfect backdrop for unique events, like Mocktoberfest Miami.

About Mocktail Fest Miami:

Mocktail Fest Miami is an event series that celebrates the growing trend of mindful drinking and the low or no-alcohol lifestyle. Founded by husband and wife team Marlene Aguilar and Michael Weschler, the series kicks off with its inaugural event, Mocktoberfest, and will continue with additional festivals such as one planned for “Dry January”. Each event in the series brings together brands, enthusiasts, and curious individuals, offering a space to explore the benefits of alcohol-free living while enjoying great drinks, food, and atmosphere.

For media and sponsorship inquiries, please contact:

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