

the zero proof



TRENDS IN 2022 FOR NON-ALCOHOLIC BEVERAGES

Top 10 Markets for NA overall

NO 1	NEW YORK, NY
NO 2	SF BAY AREA
NO 3	WASHINGTON DC
NO 4	LOS ANGELES
NO 5	ATLANTA
NO 6	CHICAGO IL
NO 7	BOSTON/MANCHESTER
NO 8	SEATTLE/TACOMA
NO 9	PHILADELPHIA
NO 10	DENVER



Regions that buy the most NA per capita



NO 1	SF BAY AREA
NO 2	WASHINGTON DC
NO 3	BOSTON
NO 4	SEATTLE
NO 5	DENVER

Most Popular NA beverages By City

SF Bay Area



LEITZ
Eins Zwei Zero Sparkling
Riesling Can



LEITZ
Eins Zwei Zero Riesling

Washington DC



SPIRITLESS
Kentucky 74 Non-Alcoholic
Bourbon



WILFRED'S
Bittersweet Aperitif

Boston



ISH
Ginish



WILFRED'S
Bittersweet Aperitif

Seattle



PENTIRE
Adrift



ISH
Ginish

Denver



WILFRED'S
Bittersweet Aperitif



SPIRITLESS
Kentucky 74 Non-Alcoholic
Bourbon

Most popular NA Drink By State

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ALABAMA
Spiritless Kentucky 74

ALASKA
n/a

ARIZONA
GinISH and Tonic

ARKANSAS
Château del ISH Sparkling White

CALIFORNIA
Leitz Eins Zwei Zero Riesling

COLORADO
Leitz Zero Point Five Non-Alcoholic Pinot Noir

CONNECTICUT
Lyre's American Malt

DELAWARE
Spiritless Kentucky 74

FLORIDA
Leitz Zero Point Five Non-Alcoholic Pinot Noir

GEORGIA
ISH Mexican Agave Spirit (Tequila)

HAWAII
RumISH

IDAHO
Wölffer Estate Spring in a Bottle

ILLINOIS
Leitz Zero Point Five Non-Alcoholic Pinot Noir
Spiritless Kentucky 74

INDIANA
Leitz Eins Zwei Zero Riesling Can

IOWA
Lyre's Classico Ready to Drink

KANSAS
Spiritless Kentucky 74 SPICED
Spiritless Kentucky 74

KENTUCKY
Lyre's Classico Ready to Drink
Château del ISH Sparkling Rosé

LOUISIANA
Lyre's American Malt

MAINE
Pentire Adrift

Most popular NA Drink By State

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MARYLAND

Leitz Eins Zwei Zero Riesling

MASSACHUSETTS

Château del ISH Sparkling Rosé
Wilfred's Bittersweet Aperitif

MICHIGAN

Spiritless Kentucky 74

MINNESOTA

Gnista Barreled Oak
The "Bourbon" Bundle

MISSISSIPPI

Avec Grapefruit Pomelo

MISSOURI

Leitz Eins Zwei Zero Rose Can

MONTANA

Leitz Zero Point Five Non-Alcoholic Pinot Noir

NEBRASKA

Spiritless Kentucky 74

NEVADA

Leitz Zero Point Five Non-Alcoholic Pinot Noir

NEW HAMPSHIRE

Semblance Sparkling Chardonnay

NEW JERSEY

Wilfred's Bittersweet Aperitif

NEW MEXICO

Leitz Zero Point Five Non-Alcoholic Pinot Noir

NEW YORK

Lyre's Dark Cane Spirit
Spiritless Kentucky 74

NORTH CAROLINA

Spiritless Kentucky 74
Monday Non-Alcoholic Gin

NORTH DAKOTA

Wilderton Bittersweet Aperitivo

OHIO

Leitz Eins Zwei Zero Rose Can

OKLAHOMA

Gnista Barreled Oak
The "Bourbon" Bundle

OREGON

Gnista Barreled Oak

PENNSYLVANIA

GinISH



Most popular NA Drink By State



RHODE ISLAND
Sovi Sparkling Rosé

SOUTH CAROLINA
Spiritless Kentucky 74

SOUTH DAKOTA
Oddbird Low Intervention Organic White No. 2

TENNESSEE
Spiritless Kentucky 74

TEXAS
Château del ISH Sparkling Rosé

UTAH
Wilfred's Bittersweet Aperitif

VERMONT
RumISH
Gnista Bundle

VIRGINIA
Wilfred's Bittersweet Aperitif

WASHINGTON
Leitz Eins Zwei Zero Riesling
Leitz Zero Point Five Non-Alcoholic Pinot Noir

WEST VIRGINIA
Curious Elixir No. 5

WISCONSIN
Spiritless Kentucky 74

WYOMING
Sovi Sparkling Rosé