

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Booze-Free, Beach-Front: Aruba's Mocktail Movement
Date: Wednesday, September 24, 2025 4:07:23 PM
Attachments: [image001.png](#)
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[image008.png](#)

Hi [REDACTED],

Please find a pitch we distributed on behalf of ATA today. This was sent to 22 journalists.

Best,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Wednesday, September 24, 2025 11:38 AM
To: [REDACTED]
Subject: Booze-Free, Beach-Front: Aruba's Mocktail Movement

Hi [REDACTED] -

Interest in sober tripping [continues to surge](#), with searches for "sober travel", "dry tripping," and "alcohol-free vacations" up over 205% for the first half of 2025 compared to the same time in 2024.

With sober tripping here to stay, [Aruba](#) is catering to these guests with a delicious range of mocktails featuring fresh citrus flavors and innovative fusions. Reaching out ahead of **Sober October** to share how hotels on the [One Happy Island](#) are leading the way in offering unexpected non-alcoholic options for guests.

Please find alcohol-free cocktail alternatives and mocktail-themed experiences from hotels in Aruba below! Is this a fit for your coverage?

Best,

[REDACTED]

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[Bucuti & Tara Beach Resort](#)



Bucuti & Tara Beach Resort hosts a **Healthy Hour daily** from 3-4pm at its guest-only SandBar where mocktails and nutrient-dense smoothies are 50% off. Each is as meticulously handcrafted as its alcohol counterparts.

IMAGES [HERE](#) & [HERE](#) (photo credit: Bucuti & Tara Beach Resort)

[Boardwalk Boutique Hotel](#)



At the gorgeous Boardwalk Boutique Hotel Aruba, guests with 'zero' appetite for alcohol have a variety of choices all day at The Coco Café.

Virgin Coconut: Coconut milk, fresh pineapple

Cosmo Island: Cranberry juice, fresh passion fruit, fresh orange juice, fresh lime juice, soda water

Watermelon Sugar: Fresh watermelon, fresh strawberries, fresh mint, fresh lime juice

[IMAGES](#) (photo credit: Boardwalk Boutique Hotel)

[Manchebo Beach Resort & Spa](#)

The idyllic Manchebo Beach resort has introduced a new elevated mocktail menu of handcrafted flavor fusions that invite guests to partake in mindful indulgence with a different mocktail each day of the week.

Monday - Jasmine Orange: Blueberries, orange juice, jasmine and coconut water.

Tuesday - Sunset Kiss: Strawberries, passion fruit



puree, ginger syrup, lime juice

Wednesday - Kiwi Mocktail: Kiwi, pineapple, lime juice, simple syrup, ginger beer

Thursday - Healthy Fusion: Slices of orange, mint leaves, pieces of ginger, orange juice, agave

Friday - Cucumber and Ginger: Cucumber juice, fresh ginger, lime juice, agave

Saturday - Hibiscus Mocktail: Hibiscus tea, lychee juice, lime juice, fresh ginger

Sunday - Red Fruits Mocktail: Strawberry, blueberry, rosemary sprig, orgeat syrup, fresh lemon juice

[IMAGES](#) (photo credit: Manchebo Beach Resort)

Aruba Marriott Resort & Stellaris Casino

Mercat at Aruba Marriott Resort & Stellaris Casino offers three delicious mocktails filled with tropical flavor: Palm Beach Frizz, Biba Dushi, and Low Tide Spritz.

Palm Beach Frizz: Cranberry Juice, Passionfruit Purée, Strawberry, Fever-Tree Ginger Beer

Biba Dushi: Lyre’s Dry London, Pineapple Juice, Grapefruit Juice, Fresh Lime Juice, Lychee Purée, Fever-Tree Sparkling Soda



Low Tide Spritz: Lyre's Italian Spritz, Mango Purée, Lyre's Grande Classico Sparkling Wine

[Embassy Suites by Hilton Aruba Resort](#)



Embassy Suites Aruba has a popular variety of mocktails guests enjoy while relaxing by the hotel's expansive outdoor pool.

Cherry Lemonade: Dark sweet cherries, Lemonade, Grenadine, Top with club soda

Tuscan Sun: Muddles Fresh Strawberries, Basil Leaves, Lime Juice, Cranberry Juice

Sweet Sunrise: Orange Juice, Pineapple Juice, Peach Puree, Grenadine

[IMAGES](#) (Credit: Embassy Suites by Hilton Aruba Resort)

[Renaissance Wind Creek Aruba Resort](#)

On par with the top restaurants in Aruba, Renaissance Aruba Resort & Casino offers beachfront dining experiences to suit every mood, including the following mocktails at LG Smith's and Fresco's.



Available at LG Smith's

Orgeat Touch: Grape Juice, Lemon juice, Orgeat, Sparkling Water

Raspberry Basil Smash: Pineapple Juice, Raspberry, Basil, Coconut Cream

Available at Fresco's

Eagle Eye Juice: fresh carrot juice, fresh orange juice, raw honey, fresh ginger juice, turmeric powder, heart-shaped orange rind garnish

Vampire: green granny smith apples, beets, dehydrated apple slice garnish

Green Monster Smoothie: banana, fresh spinach, broccoli, green granny smith apple, celery, cucumber, celery and thyme garnish

[IMAGES](#) (Credit: Renaissance Wind Creek Aruba Resort).

Amsterdam Manor Beach Resort



At Amsterdam Manor's Horizons Lounge, the Sober Dragon is a favorite amongst guests who enjoy the beautiful Fofoti trees and stunning sunsets while sipping on delicious mocktails and eating tasty bites.

Sober Dragon: Lemonade, Pineapple Juice, Dragon Fruit Syrup, Ginger Beer or Soda (optional), Ice cubes, Dragon fruit or pineapple slice for garnish

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

