

MIXOLOSHE®

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FOR IMMEDIATE RELEASE

Top Shelf Sober Spirits Rack up Awards ***MIXOLOSHE to Exhibit at The National Restaurant Association Show,*** ***May 20-23, 2023 (Booth #11229)***

MIAMI Beach, Fla. (May 9, 2023) – MIXOLOSHE, a female-founded, category defining non-alcoholic beverage company will showcase its line of award-winning soft seltzers and spirit alternatives at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing more than 900 product categories, MIXOLOSHE will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

MIXOLOSHE, which has a line of cocktail-inspired soft seltzers as well as three new non-alcoholic spirits, recently won three medals at the prestigious San Francisco World Spirits Competition as well as five medals and commendations at the inaugural World Alcohol-Free Awards in the U.K.

“Exhibiting is the perfect opportunity to showcase MIXOLOSHE’s better for you, better tasting non-alcoholic offerings while reaching new buyers, building relationships and further strengthening our brand,” shares the brand’s founder Kristina Roth. “We can’t wait for thousands of foodservice professionals from around the globe to experience MIXOLOSHE, and we look forward to cracking one open with new and existing customers at this must-attend event.”

“We’re pleased to welcome MIXOLOSHE as an exhibitor at the 2023 Show,” said Tom Cindric, President of Winsight Exhibitions. “The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We’re thrilled to bring together start-ups,

niche brands and the biggest names in the industry to help foodservice professionals solve for today's biggest challenges including workforce shortages, labor costs and overall operational efficiency.”

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It's all here! For more information, visit nationalrestaurantshow.com.

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About MIXOLOSHE

MIXOLOSHE is a female-founded line of award-winning non-alcoholic seltzers and spirits that are formulated to taste and smell boozy without the booze. Whether you're booze-free forever or just for the night, these drinks are the perfect inclusive answer to an age old question—what are we drinking? High in flavor and low in calories, MIXOLOSHE packs a party into every can of soft seltzer and bottle of non-alcoholic spirits. With a mission and ingredients that are anything but fake, the brand offers booze-free cocktail alternatives that taste like the real thing. Party tonight with no regrets tomorrow. www.mixoloshe.com

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

About Winsight LLC

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show.