

# SOBERISH

FOR IMMEDIATE RELEASE...

August 27, 2024

## **SOBERISH CELEBRATES FIRST ANNIVERSARY WITH EXPANSION TO SERENBE IN CHATTAHOOCHEE HILLS**

*Soberish Redefines Happy Hour With N/A Beverages, Cannabis + Functional Wellness Products, Promoting Holistic Living  
Serenbe to Welcome Second Location in Q4 of 2024 | Daily Anniversary Specials at Kirkwood Location This Week!*

**ATLANTA:** Soberish, Atlanta's premier non-alcoholic bottle shop and cannabis boutique, is celebrating one year of business at its Kirkwood location and expanding to a new 850-square-foot storefront in Serenbe, a wellness community in Chattahoochee Hills. Founder Mehrnush Saadat, an experienced entrepreneur with a background in law and real estate, pulled inspiration from her personal journey using holistic wellness products, herbal remedies, adaptogens, nootropics, CBD and THC and founded Soberish. Now, after only one year in business, the boutique is thrilled to bring its curated selection of innovative and functional products to Serenbe, and specifically in Mado, a health and wellness-focused portion of the community.

"Expanding Soberish to Serenbe is an exciting milestone for me," said Saadat. "The community, with its commitment to holistic living and connection to nature, aligns perfectly with my mission of supporting and promoting an overall healthier way of life. We look forward to providing Serenbe residents and the surrounding Chattahoochee Hills, Palmetto, Tyrone, Fayetteville, and Newnan communities with an elevated and educational shopping experience that supports their wellness journeys."

A Creek Indian word for "life in balance," Mado is a health-focused neighborhood within Serenbe that is grounded by a centrally located hub of wellness businesses. Serenbe, located on beautiful rural land just outside of Atlanta known as Chattahoochee Hills, is an award-winning biophilic community designed and built with a focus on connecting people to both nature and each other. Serenbe shares Saadat's vision of a holistic approach to health and wellness, making it the perfect location for the new storefront.

The interior of Soberish's Serenbe boutique will emulate the elegant and sophisticated design of the Kirkwood location. High, arching petal pink bookcases and shelves with pops of red hardware will be stocked with beautifully packaged, predominantly female-founded brand offerings. In the non-alcoholic section of the store, patrons will find a range of zero-proof spirits, wines, beers, and aperitifs. Additionally, guests can explore mints, gummies, beverages, chocolates, tinctures, body care and culinary products infused with CBD, THC, and other functional ingredients such as L-theanine, ashwagandha and functional mushrooms. For the chance to sample some of these products, guests will be invited to visit the boutique's counter for educational tasting events.

Throughout the shop, guests can also browse an assortment of elegant glassware, barware, and gifts. From artisanal cocktail shakers to stylish decanters, bespoke cocktail tools and recipe books, each piece is chosen to complement sophisticated tastes. In addition, Soberish presents a thoughtfully curated collection of gifts that reflect its dedication to wellness and luxury living. Explore handcrafted candles, wellness journals, CBD-infused skincare and other exclusive items sourced from local and national top brands.

With its stunning array of zero-proof and functional products, the new location will offer high-quality options catered to every taste, preference, and wellness need. The new storefront will be located at 1277 Mado Loop, Unit A, Chattahoochee Hills, GA 30268, just behind Halsa restaurant and the Spa at Serenbe. Stay tuned for additional details!

Until then, stop by the Kirkwood location each day from Tuesday, Aug. 27 through Saturday, Aug. 31, for anniversary deals! For more information about Soberish, visit [besoberish.com](https://besoberish.com) and follow along on [Instagram](https://www.instagram.com/besoberish). Interviews are available on request.

**ABOUT SOBERISH:** Soberish is a premier non-alcoholic bottle shop and cannabis boutique dedicated to "Redefining Happy Hour." The boutique carries a curated selection of predominantly women-owned non-alcoholic spirits, wines, aperitifs, and premium cannabis products, as well as CBD for pets, barware, and gifts, carefully vetted to cater to every taste and preference. Founder Mehrnush Saadat, an experienced entrepreneur with a background in law and real estate and driven by a holistic approach to health and wellness, created Soberish to support those who are sober or 'sober curious.' Soberish launched in Kirkwood in August 2023 with a new location to follow in Serenbe in Q4 2024, the boutique offers a sophisticated space with high-quality products and an informative, elevated shopping experience. For more information and to keep up with all things Soberish, visit [besoberish.com](https://besoberish.com) and follow along on [Instagram](https://www.instagram.com/besoberish).

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