

REDEFINE YOUR HOLIDAY CELEBRATION WITH SOBERISH

*Soberish Will Offer a Non-Alcoholic Sparkling Wine & Arrivato Imports Caviar Package,
Perfect for Christmas and NYE Festivities*

ATLANTA: [Soberish](#), the non-alcoholic bottle shop and cannabis boutique that's "Redefining Happy Hour" throughout Atlanta, is now redefining a classic party pairing this holiday thanks to a new partnership with [Arrivato Imports](#), Atlanta's leading luxury food importer and distributor. This season, Soberish will offer a specialty holiday package combining non-alcoholic sparkling beverages with premium imported caviar.

"For a long time, the idea of not indulging in alcohol by choice was almost taboo, especially during times like the holidays when alcohol is so often associated with celebration," said Soberish visionary Mehrnush Saadat. "It was also difficult to even find beverages and cocktails that felt sophisticated enough to enjoy as an adult for special occasions. Now, there are incredible non-alcoholic options for pretty much any drink you can think of, and I'm proud to offer the choice of a sober lifestyle that's still fun."

As part of the special package, Soberish is offering a selection of five non-alcoholic sparkling wines from brands like ISH Spirits, Oddbird, and SemiPlume that consumers can choose to pair with a tin of Arrivato's Royal Ossetra Kaluga Queen Caviar (30 gram). Each package is available for \$99 beginning Dec. 17 and perfect for gifting and stocking up for your holiday happy hour, party or New Year's Eve celebration.

Learn more about each beverage option:

[ISH Spirits Chateau del Ish Sparkling White](#): An award-winning, carbonated wine featuring a base of Pinot Blanc and Silvaner grapes harvested from Southern Germany. This medium-sweet libation features a honey-forward aroma and notes of citrus, green apple, pear and peach.

[ISH Spirits Chateau del Ish Sparkling Rosé](#): For those who love a sweet Rosé, this non-alcoholic variety's base is created from the indulgent combination of Merlot and Pinot Noir grapes. The rich flavor notes of this rosé include plum, strawberry and raspberry.

[Oddbird Blanc de Blancs](#): A modern, dry sparkling wine from the Languedoc-Roussillon region in France. The wine is initially made from Chardonnay and Colombard, giving it notes of crispy Granny Smith apples, honey and lime. It is then matured for 12 months before undergoing a gentle process that removes the alcohol.

[Oddbird Sparkling Rosé](#): Created from Syrah and Chardonnay grapes, this rosé is both silky and well-balanced. The wine is a beautiful, all-natural color, which features notes of summer berries, green apples and citrus. This variety is also matured for 12 months before being stripped of its alcoholic content.

[SemiPlume](#): Awarded the Best Non-Alcoholic Bubbly of the Year at the 2024 International Non-Alcoholic Competition, this light, sparkling brut is both complex and delicate. It initially gives an aroma featuring notes of fig and yellow fruits, but after aeration, drinkers will notice smells of chamomile, toast, and butter. In regard to taste, its notes include delicate fruit, dried flowers and savory.

Soberish's bubbles & caviar holiday package is available for purchase in-store at both the Kirkwood (1963 Hosea L Williams Dr. SE., r103) and Serenbe (1277 Mado Loop, Unit A) locations along with other zero proof offerings, as well as barware and unique seasonal gifts and gift cards.

"I'm especially excited to partner with Arrivato and offer a package that allows those who chose not to drink to still enjoy the chic feel of sparkling beverages and caviar during the holidays," added Saadat.

Beyond the holidays, Soberish is the ultimate Atlanta destination for those who are living a sober lifestyle, simply "sober curious," and those preparing for Dry January. Soberish's selection includes the highest-quality options in the non-alcoholic and cannabis categories, including non-alcoholic wines, beers and spirits, adaptogens, CBD gummies and goodies and beauty + wellness supplements.

For all the latest information on Soberish, including new products, events, and offerings, follow along on [Instagram](#) and visit besoberish.com. Interviews with Soberish visionary Mehrnush Saadat, photos and a press kit are available upon 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 and opened Serenbe in November 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 and follow along on [Instagram](#).

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