



FOR IMMEDIATE RELEASE

## **Funky Picnic Launches Dry Bar Pop-Up, A Mocktail Experience**

**FORT WORTH, January 10, 2024** - In celebration of Dry January and the growing demand for alcohol-free alternatives, The Back Room at Funky Picnic proudly announces the launch of its Dry Bar Pop-Up, bringing a refreshing twist to the world of mocktails and sober lifestyles.

The Dry Bar Pop-Up will kick off this weekend, January 11-13 from 5-9 pm, and will continue to enchant guests with celebrations of liquor-free flavor on select dates throughout the month.

At the heart of the Dry Bar experience is the innovative Build-Your-Own Mocktail Bar, where patrons collaborate with skilled bartenders to craft customized drinks. From selecting glassware to choosing syrups, garnishes and more, the Build-Your-Own Mocktail Bar offers a unique and interactive journey into the art of mocktail mixology.

Funky Picnic's Dry Bar Pop-Up will feature an array of signature mocktails, including year-round favorites like Resolution Solution, a tantalizing blend of hibiscus, ginger, lemon, lime, Topo Chico, and tajin. Other standout concoctions include I Know That She's Pretty (pink lavender syrup, lemon juice, angostura bitters & soda water), Mule Love This Too (apple butter, lime juice, ginger beer), and the Mocaccino Martini, a sober twist on the classic espresso martini.

"We are thrilled to introduce the Dry Bar Pop-Up to our community," says Samantha Glenn, Co-owner of Funky Picnic Brewery & Café. "With the rising interest in mindful drinking and Dry January, we wanted to create a space where individuals can savor exceptional mocktails and celebrate their commitment to a sober lifestyle."

While some of the signature mocktails are year-round staples available on the Funky Picnic menu, the full list of Signature Mocktails and the Build-Your-Own Mocktail Bar will only be available during select dates in January in Funky Picnic's private event space, The Back Room. Funky Picnic's full food, beer, and cocktail menus will also be available, making it a perfect date night to keep resolutions going strong.

The Funky Picnic Dry Bar experience starts this weekend, January 11-13, from 5-9 pm. Check Funky Picnic's website for additional dates that the Dry Bar will be available in January.

**About Funky Picnic Brewery & Café:**

Funky Picnic Brewery & Café opened their doors in June 2019 in the Near Southside of Fort Worth. The brewpub puts as much focus on the craft beers manufactured in their brewery as they do on the chef-led food and brunch menus that come from the on-site kitchen. The full-service restaurant also offers wine, cider, and cocktails and is family-friendly, offering sodas, non-alcoholic mocktails, and a full kids menu. The Back Room at Funky Picnic is a new expansion offering private event rentals and special public events hosted by Funky Picnic.

Funky Picnic Brewery & Café is open Tuesdays through Saturdays 11:00 AM to 9:00 PM and Sundays 11:00 AM to 4:00 PM at 401 Bryan Ave, Suite 117, Fort Worth, TX, 76104. The Back Room at Funky Picnic is an adjoining private event space at 401 Bryan Ave, Suite 109, Fort Worth, TX 76104 which can be booked through the Funky Picnic website.

You can find out more information from their website and on social media:

Website: [www.funkypicnicbrewery.com](http://www.funkypicnicbrewery.com) and [www.backroomfw.com](http://www.backroomfw.com)

Instagram: [www.instagram.com/funkypicnicbrewery](https://www.instagram.com/funkypicnicbrewery) and [www.instagram.com/backroomfw](https://www.instagram.com/backroomfw)

Facebook: [www.facebook.com/funkypicnic](https://www.facebook.com/funkypicnic) and [www.facebook.com/thebackroomfw](https://www.facebook.com/thebackroomfw)

For Media Inquiries:

Samantha Glenn, [marketing@funkypicnicbrewery.com](mailto:marketing@funkypicnicbrewery.com)

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FOR IMMEDIATE RELEASE

BackroomFW Launches Dry Bar Pop-Up, Elevating Mocktail Experience for Dry January Celebrations

FORT WORTH, TX – [Date]

In celebration of Dry January and the growing demand for alcohol-free alternatives, BackroomFW proudly announces the launch of its exclusive Dry Bar Pop-Up, bringing a refreshing twist to the world of mocktails and sober lifestyles.

The Dry Bar Pop-Up will kick off this [Thursday/Friday/Saturday], January 11-13, from 5-9 pm, and will continue to enchant guests with spirited celebrations of flavor without the buzz on select dates throughout the month.

At the heart of the Dry Bar experience is the innovative Build-Your-Own Mocktail Bar, where patrons collaborate with skilled bartenders to craft customized drinks. From selecting glassware to choosing syrups, garnishes, and more, the Build-Your-Own Mocktail Bar offers a unique and interactive journey into the art of mocktail mixology.

Signature Mocktails Take Center Stage

BackroomFW's Dry Bar Pop-Up will feature an array of Signature Mocktails, including year-round favorites like Resolution Solution, a tantalizing blend of hibiscus, ginger, lemon, lime, Topo Chico, and tajin. Other standout concoctions include the Creamsicle Dream (orange juice, lemon, lavender & foam), Be My Basil Baby (basil, blackberry syrup, lemon & ginger beer), I Know That She's Pretty (pink lavender syrup, lemon juice, angostura bitters & soda water), Mule Love This Too (apple butter, lime juice, ginger beer), and a sober twist on the classic espresso martini, the Mockaccino Martini.

Exclusive Dry Bar Experience

While some of the signature mocktails are year-round staples on the Funky Picnic menu, the full Dry Bar menu and Build-Your-Own Mocktail Bar will only be available during select dates in January. This limited-time offering aims to cater to those embracing the spirit of Dry January and seeking unique, alcohol-free alternatives.

"We are thrilled to introduce the Dry Bar Pop-Up to our community," says [Your Name], [Your Position] at BackroomFW. "With the rising interest in mindful drinking and Dry January, we wanted to create a space where individuals can savor exceptional mocktails and celebrate their commitment to a sober lifestyle."

Join us at BackroomFW, located at [Your Address], to experience the Dry Bar Pop-Up and indulge in a world of exquisite flavors crafted just for you. Cheers to a month of spirited celebrations without the spirits!

For more information, please contact:

[Your Name]

[Your Title]

[Your Contact Information]

About BackroomFW: [Include a brief description of your establishment, history, and mission]