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CU Mocktail Trail Launches Highlighting Crafted Alcohol-Free Beverages

Champaign, IL— Experience Champaign-Urbana launched their third experience pass, this time highlighting mocktails in the greater Champaign-Urbana area. The pass—CU Mocktail Trail—features over 20 bars and restaurants that have thoughtfully curated a mocktail menu to meet the growing desire for alcohol-free cocktails.

“According to research from NielsenIQ, the popularity of mocktails has soared over the past five years, driven by Gen Z and millennials,” explains Terri Reifsteck, Vice President of Destination Branding & Development for Experience Champaign-Urbana. “We wanted to celebrate this trend by highlighting those stops in our area that have worked hard to meet this demand.”

The passport, launched during “Dry January,” rewards users for discovering local businesses. Residents and visitors can sign up for the pass and earn points each time they check in at one of the featured stops. If they visit five or more spots in three months, users are eligible to win a \$50 gift card to one of the featured stops on the trail.

Users simply need to visit experiencecu.org/experience-passes to sign up for free. Once registered, the CU Mocktail Trail passport is instantly delivered to the user’s smartphone, and can be saved to the homescreen for easy access. Using their phone’s GPS, users can check in when visiting one of the featured businesses. There’s no app to download, and users can sign up at any time.

“We continually look for ways to showcase our diverse and accessible experiences,” explains Reifsteck. “Through the CU Mocktail Trail, people who want an alcohol-free experience can find brilliantly crafted drinks throughout our nightlife destinations.”

The CU Mocktail Trail passport joins the previously launched CU in Asia Food Trail, which highlights 70 locally-owned Asian restaurants in the area, and the Art in CU Trail, which showcases over 200 pieces of public art in the region. Visit experiencecu.org/experience-passes to download all available passports.

About Experience Champaign-Urbana

Experience Champaign-Urbana is the certified destination management organization for the greater Champaign-Urbana area. Their mission is to promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents. Visit experiencecu.org to learn more.