

New Idea: Introducing the "Botanical Bliss" Sparkling Infusion What sets this concept apart is the unique combination of botanicals and flavors, providing a sophisticated and refreshing experience for customers looking for minimal or non-alcoholic drinks

Flavors and Ingredients:

- Hibiscus and Lavender: This blend offers a delicate floral scent and a subtle, soothing taste. The hibiscus creates a sharpness that balances the gentle sweetness of the lavender.
- Citrus & Basil: A zesty blend of bright citrus fruits combined with fresh herbs in basil. It's a concentrated and refreshing flavor profile.
- Ginger & Lemongrass: A spicy yet refreshing blend, aromatic citrusy lemongrass is added to the heat of ginger.

Opportunity: These botanical bliss sparkling infusions would be perfect for different occasions:

- Social: Great for parties, picnics, or any social gathering where people are looking for a wonderful way to drink non-alcoholic.
- Wellness Retreat: With its natural ingredients and refreshing taste, these infusions are perfect for a wellness retreat, yoga session, or spa day.

The Science of Blending: Brewers can use these infusions as a base for creative mocktails, giving classic non-alcoholic cocktails a unique twist.