

# SIP SIDE SOCIAL



February 2026

## Experience Flavor Without Limits.

Vol 1 Issue 2

### HONORING LEGACY, BUILDING FUTURE

## February: Celebrating Heritage, Creating Community

Welcome back to The SipSide Social, where we're proving that the best connections happen when you're fully present.

This month, we celebrate Black History Month, honoring the entrepreneurs who built tables where they weren't invited. As a Black woman founder, I'm standing on the shoulders of giants while carving out space for everyone who's ever felt overlooked in social culture.

We're also looking ahead to spring, March Madness watch parties, outdoor picnics, Easter brunches, and graduation celebrations. Every moment deserves sophistication. Every gathering deserves inclusion.

And here's the exciting news: The countdown to launch begins soon! We're putting the final touches on bringing SipSide to market. Stay tuned for the official launch date announcement, you'll want to be first in line.

## **Black History Month: Building Tables Where We Belong**

This February, we honor the legacy of Black entrepreneurs who didn't wait for a seat at the table, they built their own.

### **Spotlight: Madam C.J. Walker**

Born Sarah Breedlove in 1867 to formerly enslaved parents, Madam C.J. Walker became America's first female self-made millionaire. She didn't create wealth by fitting into existing systems, she revolutionized an entire industry.

When the beauty industry ignored Black women's hair care needs, Walker developed her own products. When retailers refused to stock them, she built a direct-sales network of thousands of trained agents. When society told her she didn't belong in business, she proved that innovation comes from those brave enough to serve overlooked communities.

Her lesson resonates today: When you see a gap in the market, fill it. When you feel excluded from a space, create a new one. When people say "this isn't for you," build something better.

"SipSide is filling the gap with a flavor-forward mocktail to celebrate without compromise."

*SipSide was born from the same principle. As a woman and minority founder, I saw adults choosing not to drink being left with water and lime or worse, feeling excluded entirely. So, we built a table where sophistication isn't tied to alcohol. Where everyone belongs. Where your choice is honored, not questioned.*

## **Spring is Coming: Plan Your Perfect Events Now**

As winter starts to release its grip, smart planners are already preparing for spring's biggest moments. Get ready, SipSide will be here soon to elevate your celebrations:

### **March Events:**

- March Madness watch parties (bracket strategy requires clarity)
- St. Patrick's Day celebrations
- First outdoor picnics and gatherings
- Spring break events and reunions

### **April Events:**

- Easter brunches and Passover celebrations
- Spring weddings and bridal showers
- Corporate spring picnics and team-building events
- Earth Day celebrations (all-natural, eco-conscious beverages)

## Looking Ahead: March Madness & Picnic Season

March brings brackets, outdoor gatherings, and the return of alfresco dining. Here's how SipSide elevates every moment:

### March Madness Watch Parties

**Raspberry Lemon Basil Smash** keeps you sharp through every overtime. Your bracket strategy deserves clarity. Serve ice-cold in pint glasses.

### First Picnics of Spring

**Tropical Bliss** + grilled chicken sandwiches + sunshine = perfect Saturday afternoon  
Pack a cooler with all four flavors. Let everyone choose their vibe. Watch how conversations flow when everyone's truly present.

### St. Patrick's Day Celebrations

Who says you need green beer to celebrate? **Honey Peach Delight** with Irish soda bread and corned beef. Sophistication in every sip, memories you'll actually keep.

### For Caterers & Event Planners:

Spring is wedding season, corporate event season, and outdoor celebration season. Position yourself ahead of competitors:

- Add SipSide to your beverage packages now (50%+ profit margins)
- Create "Inclusive Celebrations" premium tier featuring mocktails
- Offer tasting leave-behinds for client meetings (sample packs available)
- Partner with us for co-branded marketing materials

# March-April Community Challenge

## #SipSideSpringReady Contest

Show us how you're welcoming spring with SipSide! Post a photo of your outdoor gathering, brunch setup, or picnic spread featuring at least one SipSide flavor.

### How to Enter:

1. Post your photo on Instagram or TikTok
2. Tag @sipsidemocktails and use #SipSideSpringReady
3. Tell us which flavor is your spring go-to

**Winner gets a full case of their choice + featured in our May newsletter! Contest runs through May 15th.**

### This Month's Mocktail Hack

#### The "Spring Awakening"

Transform Raspberry Lemon Basil Smash into a show-stopping spring celebration:

- Fill a large wine glass with fresh ice
- Pour chilled Raspberry Lemon Basil Smash
- Add 3-4 fresh basil leaves (gently clap them first to release oils)
- Garnish with a lemon wheel and fresh raspberries on a pick
- For brunch service: rim glass with lemon-sugar blend

**Restaurant trick:** This presentation easily commands \$10-12 per serving at brunch or special events. With our volume-based pricing, your profit margins are excellent. Contact us for wholesale pricing tiers.

## **The Countdown Begins Soon!**

SipSide is almost here. We're in the final stages of bringing premium mocktails to tables everywhere and we can't wait to share the official launch date with you.

What's Coming:

- Four signature flavors ready to elevate every occasion
- Direct-to-consumer ordering for individuals and event planners
- Wholesale partnerships for restaurants, caterers, and venues
- Nationwide shipping to bring sophistication to your celebrations
- Partnership opportunities for corporate gifting and events

**Want to be first to know? Follow us on social media for the launch announcement!**

## **Business Partner Opportunities**

### **Why Partner with SipSide:**

- **High Profit Margins:** Excellent margins when retailing at \$6-12 per serving depending on venue type
- **Volume Pricing:** Competitive wholesale pricing that scales with your order size
- **Market Differentiation:** Stand out with premium non-alcoholic options
- **Growing Demand:** Non-alcoholic beverage market projected 7% CAGR through 2028

**Ready to partner? Contact us:  
partnerships@sipsidemocktails.com**

# Join the Movement

Share your SipSide moments us:

Instagram: @sipsidemocktails

TikTok: @sipsidemocktails

Facebook: SipSide Mocktails

LinkedIn: SipSide Mocktails

Use #SipSideLife to show how you celebrate with clarity

Use #SipSideSpringReady for our March-April contest

## From Our Founder

This February, as we celebrate love, community, and the courage of those who built businesses against all odds, I'm reminded why SipSide exists.

It's not just about beverages. It's about dignity in your choices. Inclusion in social spaces. The freedom to celebrate fully while staying true to yourself.

Whether you're toasting to life's moments, cheering for your team, or planning spring gatherings that everyone can enjoy; every moment deserves to be celebrated with clarity.

Thank you for being part of this movement. For choosing presence over pressure. For showing up fully.

**Here's to celebrating every moment—with clarity.**

*SipSide Mocktails  
Premium. Intentional. Inclusive.*

*contact@sipsidemocktails.  
www.sipsidemocktails.com*

*You're receiving this because you signed up for The SipSide  
Social.*

*© 2026 SipSide Mocktails. All rights reserved.*