

**SBR BAR**

Alcohol-free. Dare.

THE OPPORTUNITY

Non-alcoholic is booming. SBR BAR is a registered double trademark with a ready range and an event track record — reactivatable from day one.

PROBLEM

Events want premium drinks without alcohol.

- Non-alcoholic options at events are an afterthought.
- Brands want a credible, photogenic NoLo experience.

SOLUTION

A NoLo brand with a pop-up bar.

- Ready range — Rosé, Vino, Aperitif, Hot Drink.
- Event pop-up bar concept plus D2C / Shopify.

PROOF

Real clients, real events — 2023.

- Served events for L'Oréal and Meta Tattoo.
- Operating history with catalog and price lists.

MARKET

NoLo is one of beverage's fastest-growing lanes.

- Sober-curious demand keeps rising year over year.
- Events and retail both pull premium alcohol-free.

EDGE

Registered, ready, proven.

- DPMA double mark (SBR BAR + SOBER BAR) is hard to copy.
- Brand, range and references — reactivate, don't rebuild.

SNAPSHOT**SECTOR**

Beverage · Non-alcoholic (NoLo)

MODEL

D2C range + event pop-up bar

MARKET

NoLo & premium event beverages

STAGE

Operated 2023 · reactivatable

HQ

Köln, DE

THE SALE

Turnkey acquisition: brand (DPMA x2), product range, recipes, Shopify assets and material. Price on request, under NDA.

CONTACT

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