

Monday Morning Bottle Shop Unveils Chic Lounge as Its Non-Alcohol Sales Explode 400%

San Diego's Sober-Curious Revolution Gets a Stylish New Home

SAN DIEGO, CA, UNITED STATES, June 12, 2025 /EINPresswire.com/ -- The bottles are popping, but not how you'd expect. At Monday Morning Bottle Shop—San Diego's trailblazing non-alcoholic retail destination—founder Zane Curtis is celebrating with zero-proof champagne as he cuts the ribbon on his sleek new lounge, capitalizing on what industry experts are calling the most significant beverage revolution in decades.



Monday Morning Bottle Shop Store in Pacific Beach, San Diego

The numbers tell the story: Curtis has watched his sales skyrocket 400% since opening just six months ago, riding a wave that's reshaping drinking culture across America. NBC news reported this month that global NA beer is set to overtake ale as the second-largest beer category by volume in 2025, with sales jumping 9% year-over-year. This isn't just a California health trend—it's a seismic cultural shift.

“

They see younger generations avoiding alcohol and assume they don't want to go out or spend money. That's completely backwards—they want the full experience, just without the hangover and sugar.”

Zane Curtis

The New Social Currency: Drinking Smarter, Not Less

"San Diego deserves a place to drink differently," says Curtis, whose personal alcohol-free journey sparked the business idea. "People aren't staying home—they're demanding better options when they go out. We're giving them a beautiful space to connect and celebrate without compromise."

While traditional bars scramble to catch up, Curtis has been ahead of the curve from day one. His timing couldn't be better: forward-thinking venues like BoujieMana (Yelp's #8 Best New Restaurant in America) and Queenstown have already seen drink sales rise over 5% after

expanding their NA offerings.

The secret? Curtis cracked the code that many establishments missed:

"We're not seeing people drink less—we're seeing them drink smarter. And when you give them premium options, they show up with their wallets open."

Now Curtis is extending that winning formula directly to San Diego's hospitality industry. Monday Morning has launched exclusive distribution services, partnering with forward-thinking restaurants and bars to stock their premium NA selections. "We're not just changing how consumers shop—we're helping establishments tap into this goldmine," Curtis explains. "Why should restaurants miss out on a customer segment that's growing 9% year-over-year?"

Beyond the Bottle: A Community Hub is Born

The new Monday Morning Lounge transforms the shopping experience into something entirely different—a sophisticated gathering space that rivals any craft cocktail bar in the city. The expansion features:

Weekly Experiences That Build Community:

- Expert-led NA mixology masterclasses
- Curated "Happier Hours" showcasing premium functional beverages
- Sober-social meetups and community nights that pack the house

This complements Curtis's carefully curated selection of over 400 non-alcoholic products—everything from hoppy IPAs and botanical spirits to adaptogenic wellness drinks and celebration-worthy sparkling wines.

Riding the Wave: What Industry Leaders Are Missing

Curtis believes many venues are making a critical miscalculation. "They see younger generations avoiding alcohol and assume they don't want to go out or spend money. That's completely backwards—they want the full experience, just without the hangover and sugar."

The proof is in Pacific Beach, where Monday Morning has become more than a store—it's a lifestyle destination. Sales have surged during Dry January, Lent, and wellness-focused months, proving that sober-curious consumers are year-round customers, not seasonal health enthusiasts.

What's Brewing Next

Mark Your Calendars:

- Lounge Soft Opening: June 14–15 – Free tasting flights and signature mocktails

- Monthly "Mindful Mix" Series – Cocktail workshops with San Diego's top bartenders
- Strategic Collaborations – Partnerships with wellness brands, restaurants, and NA festivals already in development

Visit Monday Morning Bottle Shop & Lounge

Location: 1854 Garnet Ave., Pacific Beach

Website: mondaymorning-af.com

"As NA goes mainstream," Curtis reflects, "we're not just selling drinks—we're pioneering San Diego's alcohol-free movement with authenticity, innovation, and damn good flavor."

For media inquiries, interview requests, or lounge event coverage, contact Chris Mefford / info@mondaymorning.com

About Monday Morning Bottle Shop

Founded in late 2024 by Zane Curtis, Monday Morning Bottle Shop is the city's first exclusively non-alcoholic retail destination. The company champions the growing sober-curious movement through premium product curation, distribution services, community building, and educational experiences that redefine social drinking culture.

Zane Curtis

Monday Morning Bottle Shop

+1 858-412-3253

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