



# The New Blueprint for Modern Holiday Hosting

NEW YORK, NY, UNITED STATES, December 22, 2025 /EINPresswire.com/ -- For anyone hosting this holiday season, a menu that caters to all guests' preferences and lets everyone raise a glass their way is key. Recent research shows that 94% of people who purchase non-alcoholic beverages also purchase beer, wine, or spirits.

This behavior is part of the "zebra striping" trend reflecting a growing shift in modern socializing. From spacing out servings and alternating between alcoholic and non-alcoholic options to choosing lower-ABV twists on classic cocktails, today's social gatherings are all about empowerment and choice.

The Serve & Sip cocktail book series, from Diageo, is a modern blueprint for responsible hosting and creating classic cocktails featuring non-alcoholic, lower-alcohol, and traditional recipes. This is especially useful for holiday gatherings, when accommodating every guest's preference is key.

For more information, please visit <https://www.Diageo.com/ServeAndSip3>.

Visit us on social media:

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Reflect, explore, and gain insights about your relationship with alcohol:

- <https://www.drinkiq.com/en-us>

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