

# Hospitality Experts Josh and Jenna Miles of Rochester, NY Spotlight Non Alcoholic Cocktails for HelloNation

*What makes a non-alcoholic cocktail feel just as special as a traditional drink?*

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/EINPresswire.com/ -- What makes a non-alcoholic cocktail feel just as special as a traditional drink? A HelloNation article explores how Rochester bars are redefining cocktail culture during Dry January by focusing on innovation, flavor, and hospitality in zero proof drinks. Hospitality Experts Josh and Jenna Miles of SCN Hospitality provide insight into how local bartenders are using fresh ingredients and inventive techniques to create compelling mocktails and non alcoholic cocktails that match the quality of their full-strength counterparts. [The article dives](#) into the growing demand for these beverages and the shift they represent in the industry.

The rise of Dry January has encouraged many patrons to rethink their approach to social drinking. In response, Rochester bars have embraced this change, expanding their cocktail menus to include creative and thoughtfully crafted zero proof spirits.

Hospitality Experts Josh and Jenna Miles say this trend reflects a broader shift in the industry toward inclusion and intentionality. These drinks are not just alternatives, but full expressions of flavor, technique, and presentation.

According to the HelloNation article, bartenders are taking just as much care with mocktails as they do with alcoholic beverages. By incorporating ingredients such as house made syrups, fresh herbs, and seasonal produce, Rochester's bartenders are able to offer a satisfying experience that appeals to all guests. For Josh and Jenna Miles, this level of detail speaks to the heart of SCN Hospitality's mission: creating memorable experiences through quality service and product.

The article notes that for many people, ordering a non-alcoholic cocktail can feel like a departure from their usual habits. But the attention to flavor and balance in these drinks often wins them over. Bartenders across Rochester take the time to ask about taste preferences and tailor drinks



Josh & Jenna Miles

on the spot. This personalized service is part of what makes the non-alcoholic cocktail scene so inviting, especially during Dry January.

Hospitality Experts Josh and Jenna Miles emphasize that these changes are not temporary. The HelloNation feature highlights how Rochester bars are expanding their non alcoholic offerings year-round. Special cocktail menus dedicated to zero proof drinks are becoming more common, with options designed to pair with food and reflect the season. This approach helps make the non-alcoholic cocktail not just acceptable, but desirable.

Zero proof spirits are a key component of this transformation. These base ingredients allow bartenders to craft drinks with the same depth and texture as their alcoholic counterparts. Combined with fresh ingredients and precise technique, they help create mocktails that stand on their own as premium menu items. In Rochester, the attention given to these drinks reflects the city's strong food and beverage culture, where hospitality professionals like the Miles duo are constantly seeking ways to improve the guest experience.

In a time when more people are looking for balance in their lifestyle, non alcoholic cocktails provide an answer. The HelloNation article suggests that Dry January has become a launching point for a new wave of creativity behind the bar. Rochester bars are meeting that moment with drinks that are complex, refreshing, and full of personality.

[Top Mocktails and Zero Proof Drinks](#) features insights from Josh and Jenna Miles, Hospitality Experts of Rochester, NY, in HelloNation.

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