

Alcantara Vineyards Highlights Rise of Dry Weddings as Alcohol-Free Wedding Trend Grows Nationwide

Camp Verde, Arizona vineyard responds to increasing demand for inclusive, alcohol-free weddings with customizable experiences in the Verde Valley

CAMP VERDE, AZ, UNITED STATES, June 1, 2026 /EINPresswire.com/ -- As wedding trends continue to evolve across the United States, a growing number of couples are rethinking long-standing traditions—particularly the role of alcohol at their celebrations. The rise of dry wedding and [alcohol-free weddings](#) reflects broader cultural shifts toward wellness, inclusivity, and intentional experiences, according to recent industry observations and national coverage, including reporting by Wine Enthusiast highlighting the increasing popularity of sober-curious events.



Official Alcantara Vineyard logo representing the family-owned winery and vineyard located along the Verde Valley Wine Trail in Arizona.

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At the forefront of this movement, Alcantara Vineyards & Winery in Camp Verde, Arizona, is adapting to meet the needs of modern couples by offering [flexible wedding experiences](#) that support both traditional and alcohol-free celebrations. Situated at the scenic confluence of the Verde River and Oak Creek, the vineyard provides a natural setting where the focus extends beyond customary reception norms to emphasize connection, environment, and shared moments.

The shift toward alcohol-free weddings is being driven by several factors. Couples are increasingly prioritizing guest

comfort and inclusivity, recognizing that not all attendees consume alcohol for personal, cultural,

or health reasons. Additionally, the wellness movement has influenced event planning decisions, with many individuals seeking to create experiences that align with mindful living and balanced lifestyles.

“Weddings today are becoming more personalized and reflective of the couple’s values,” said Ron Brumley, Winemaker and General Manager at Alcantara Vineyards & Winery. “We’re seeing a clear increase in couples requesting alcohol-free weddings or modified beverage programs that still feel celebratory without centering alcohol.”

Rather than eliminating the celebratory atmosphere, dry weddings often reimagine it. At Alcantara Vineyards, beverage offerings for these events include thoughtfully curated alternatives such as handcrafted mocktails, non-alcoholic beer, sparkling water, iced tea, and sodas. These options allow couples to maintain a festive environment while ensuring accessibility for all guests.

Industry insights suggest that this trend is not a temporary shift but part of a broader redefinition of wedding culture. According to Wine Enthusiast, the sober-curious movement and changing social norms are influencing how younger generations approach gatherings, including milestone events like weddings. The publication notes that couples are increasingly open to “rethinking traditions to better align with their lifestyles and values,” underscoring the significance of this evolution in the wedding industry.

Beyond beverage choices, the appeal of dry weddings is also tied to the overall experience. At venues like Alcantara Vineyards, the emphasis on natural beauty and immersive surroundings offers an alternative focal point. With more than 20,000 vines and 17 varietals grown on-site, the vineyard provides a setting that encourages guests to engage with the landscape, enjoy outdoor activities, and connect more deeply with the event itself.



Alcantara Vineyard offers a vibrant selection of handcrafted mocktails and non-alcoholic beverages, providing guests with refreshing options while enjoying Arizona wine country experiences in the heart of Verde Valley.



Couples celebrate their special day surrounded by scenic vineyard views at Alcantara Vineyard, one of Arizona's premier wedding destinations in the Verde Valley.

Couples hosting weddings at Alcantara can incorporate a range of experiences that extend beyond traditional receptions. The property's location along the Verde Valley Wine Trail allows for activities such as riverside relaxation, guided vineyard tours, and nearby outdoor adventures. These elements contribute to a more holistic event experience, where the absence of alcohol does not diminish the sense of celebration but instead enhances it through meaningful engagement.

The vineyard's approach aligns with its broader philosophy of "Dine, Sip, Play & Stay," which emphasizes versatility and guest experience. While known for its award-winning wines, Alcantara recognizes that modern hospitality requires adaptability. Offering dry wedding options reflects a commitment to meeting evolving customer preferences while maintaining a high standard of service and atmosphere.

Importantly, the rise of alcohol-free weddings also intersects with logistical considerations. Without the need for traditional bar service, couples may find greater flexibility in budgeting, scheduling, and event design. This can open opportunities to invest in other aspects of the celebration, such as culinary experiences, entertainment, or enhanced décor.

Alcantara's on-site amenities, including its restaurant (<https://alcantaravineyard.com/restaurant/>), further support customized event planning. Culinary offerings can be paired with non-alcoholic beverages to create cohesive dining experiences that cater to a wide range of tastes. Additionally, couples can explore planning resources and inspiration through the vineyard's blog, Uncorked Chronicles (<https://alcantaravineyard.com/uncorked-chronicles/>), which highlights trends and ideas shaping



Lush gardens and Mediterranean-inspired architecture create a welcoming atmosphere for winery guests, private events, and weddings at Alcantara Vineyard.



A vibrant Arizona sunset paints the sky over Alcantara Vineyards as guests celebrate on the lawn during an evening wedding reception.

modern wine country experiences.

For those seeking a venue that accommodates both traditional and evolving preferences, Alcantara Vineyards provides detailed information on its wedding offerings at <https://alcantaravineyard.com/weddings/>. The venue's ability to support diverse celebration styles positions it as part of a broader industry response to changing consumer expectations.

While Arizona remains a popular destination for weddings due to its climate and scenic landscapes, venues that embrace flexibility are increasingly standing out among [wedding venues in Arizona](#). The ability to host both wine-centered and alcohol-free events reflects a nuanced understanding of today's couples and their priorities.

As the wedding industry continues to adapt, the growth of dry weddings signals a lasting transformation rather than a passing trend. Couples are seeking authenticity, inclusivity, and meaningful experiences, reshaping how celebrations are designed and remembered.

"Ultimately, it's about creating an environment where people feel comfortable and connected," Brumley added. "Whether a couple chooses a traditional wine service or a completely alcohol-free approach, the goal is the same—bringing people together in a way that feels genuine to them."

With national attention on the sober-curious movement and increasing demand for personalized celebrations, the rise of alcohol-free weddings highlights a broader cultural shift—one that is redefining what it means to celebrate life's most important moments.

About Alcantara Vineyards & Winery:

Alcantara Vineyards & Winery is a family-owned, sustainably farmed vineyard located in Camp Verde, Arizona. Situated at the confluence of the Verde River and Oak Creek, the vineyard is known for its award-winning wines, scenic beauty, and immersive guest experiences. Offering wine tastings, events, and outdoor activities, Alcantara embodies its philosophy of "Dine, Sip, Play & Stay" and serves as a premier destination on the Verde Valley Wine Trail.

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