

Loon's Libations Launches Small-Batch Syrups for Every Drink at the Table

Four small-batch syrups for home bars, built so the mocktail version is as worth drinking as the cocktail one.

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EINPresswire.com/ -- Loon's Libations has opened its online shop this week with four small-batch syrups, each designed to support two ways of drinking: Spirit Builds for cocktail drinkers and Sober Builds for anyone who isn't, so no one at the table ends up with the consolation prize. The line, created by longtime bartender Caroline Grothe, includes Smoked Demerara, Madagascar Vanilla, Cherry Almond Orange Blossom, and Yuzu

Lemongrass, sold individually at \$16 or all four together as [The Full Set](#) for \$54.



Loon's Libations Full Set: Smoked Demerara, Madagascar Vanilla, Cherry Almond Orange Blossom, and Yuzu Lemongrass Cocktail & Mocktail Syrups

Grothe spent a decade behind bars in some of the country's most exacting cocktail cities, building drinks around one rule: the person holding the glass decides if it works, not the recipe.

“

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Caroline Grothe

In Denver, one of her cocktails became a menu regular that other bars in the city tried to copy and never quite matched. She traced the reason to flavor affinity, the pairing chemistry behind why ingredients like cherry and almond intensify each other. She created Loon's Libations to bottle that approach rather than a single fixed drink.

Each flavor is made from a short, named ingredient list

with no artificial flavoring, chemicals, or preservatives. Smoked Demerara starts with organic turbinado cane sugar from Maui and is smoked low and slow over a mesquite wood blend from the southwestern United States and Mexico. Madagascar Vanilla pairs whole Madagascar vanilla beans with organic Brazilian cane sugar through a hot infusion and a 24-hour cold steep. Cherry

Almond Orange Blossom combines organic Montmorency cherries and almonds grown in California with natural orange blossom extract. Yuzu Lemongrass pairs natural yuzu concentrate with organic lemongrass sourced from family farms in India and Southeast Asia. All four are finished with a minimal amount of natural citric acid sourced from Thailand.

Each syrup is made to work however someone wants to pour it, with no fixed recipe required. Every bottle ships with four Pour Cards, the brand's recipe cards: two Spirit Builds and two Sober Builds, as a starting point rather than a limit, and customers who don't drink alcohol can select a sober-only set of Pour Cards at checkout instead of the default mix. The 8-ounce bottles yield roughly 16 drinks at an average half-ounce pour.

The first 50 orders placed during early access each included a handwritten note from Grothe, never announced in advance. The launch ran without paid advertising, relying instead on an organic marketing strategy across Instagram, Pinterest, and email, with founder-led content driving discovery and a waitlist that grew through Grothe personally reaching out to her network.

"If you make a drink perfectly to every specification and the person holding it hates it, it is not a good drink," said Grothe. "That's the whole reason Loon's exists. I spent 10 years watching what a drink actually does for the person in front of me, and none of that had anything to do with technique. It's why every bottle ships with a starting point instead of a rulebook."

Loon's Libations is a Denver-based maker of small-batch craft syrups for cocktails and mocktails, founded by bartender Caroline Grothe. Rooted in 10 years of bar service, the brand makes syrups designed to give every drink at the table the same quality of experience, alcohol or not. Loon's Libations ships throughout the United States from loonslibations.com.

The full lineup is available now at loonslibations.com.

Micaela Stevens
Stevens Media House
+1 213-944-9456
[email us here](#)

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