

Dawn Murray of Vierge Featured on the Cover of Exeleon Magazine's Alcohol-Free Beverage Industry 2026 Edition

Exeleon Magazine recognizes the founder of Vierge for her entrepreneurial vision and commitment to redefining premium alcohol-free drinking experiences.

MIDDLETOWN, DE, UNITED STATES, October 16, 2026 /EINPresswire.com/ -- Exeleon Magazine is pleased to announce the release of its latest edition, Most Dynamic Leaders Transforming the Alcohol-Free Beverage Industry in 2026, featuring Dawn Murray, Founder of Vierge, on the cover.

The edition recognizes entrepreneurs and business leaders who are contributing to the growth of the alcohol-free beverage industry through innovation, product development, and changing consumer experiences.

Leading the issue is Dawn Murray, whose cover story, "Redefining What It Means to Drink Differently," explores her entrepreneurial journey, the inspiration behind Vierge, and her vision for creating sophisticated alcohol-free beverages that bring people together.

Founded on the belief that choosing not to consume alcohol should never mean compromising on the experience, Vierge is building its identity around premium quality, thoughtful ingredients, and inclusivity. With its low-sugar, gluten-free offerings, the brand aims to provide consumers with an elevated beverage experience suited to celebrations, social occasions, and everyday moments.

Murray's approach reflects a broader transformation taking place across the beverage industry. As more consumers explore moderation and alcohol-free alternatives, entrepreneurs are introducing products that challenge traditional perceptions of non-alcoholic drinks.



Through Vierge, Murray is contributing to this shift by emphasizing the importance of choice, connection, and creating beverages that deserve a place at the table.

The edition also examines the commercial forces supporting the industry's growth through its research-backed editorial, "The Billion-Dollar Shift: What's Driving America's Alcohol-Free Beverage Boom?"

Drawing on findings from NielsenIQ, Gallup, and IWSR, the article explores changing consumer habits, expanding market opportunities, product innovation, and the growing importance of alcohol-free beverages in mainstream retail and hospitality.

With Dawn Murray leading its cover, the edition highlights the individuals and businesses working to make alcohol-free drinking a more sophisticated, accessible, and inclusive experience.

[Read Full Cover Story of Dawn Murray.](#)

[Click Here to Visit Vierge Website.](#)

About Exeleon Magazine

Exeleon Magazine is a business and leadership publication dedicated to sharing the journeys, insights, and achievements of entrepreneurs, executives, and industry innovators. Through its cover stories, interviews, and industry-focused editions, Exeleon Magazine highlights individuals and organizations making a meaningful impact across business sectors worldwide.

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