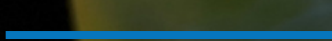




ZERO
A DIFFERENT EXPERIENCE



MEDIA KIT

ABOUT ZERO

ZERO Cocktail Bar is Toronto's first zero proof (non-alcoholic) bar experience providing access to beautiful flavourful cocktails for those of us wanting the creativity and delectableness of a traditional cocktail without the alcohol. Our tagline, "Come for the Cocktail, Stay for the Chat", brings communities together. We believe in equity and access to beverages that everyone can enjoy.

Our cocktails are crafted using premium non-alcohol spirits and bar mixes created in-house using delectable fruits, herbs and spices. Our customer-base is as varied as our drinks, young and young at heart, the sober community, the sober curious, those looking for something fresh and new. Our mobile bar offers a different cocktail drinking experience through the following services:

- Full ZERO proof cocktail bar service
- Team building mixology workshops and events
- Customized TO GO Cocktail box
- Online and in-store bottle shop (pop-ups and Friday bar hours)
- Menu creations





Having ZERO Cocktail Bar participate in our corporate event was an amazing addition that our employees were curious and excited about. People were able to experience zero-proof cocktails during the workday and had amazing feedback about the flavours and mixology experience. The fan favourite was the Dark and Stormy!

— Maggie Hall, MES



ABOUT ME

My name is Gail Lynch, CEO and Experience Designer of ZERO. As a black LGBTQ2S+ woman, equity, inclusion and community are hallmarks of everything I do. I believe zero proof options MUST have a seat at the same table as alcohol, and should be an expected option at every celebration and event.

I have been sober living for the past decade. To protect my mental health during the pandemic, I built a 2x4 bar with a cement countertop and began experimenting and crafting zero proof cocktails. I was bored with the same old standard drink options usually available during social events, so I made it my mission to craft cocktails using premium non-alcohol spirits, botanicals and bar mixes. I had no idea that creating this bar would give me the creative outlet to experiment with delicious, in-house recipes using delectable, organic fruits, vegetables, herbs and spices.

LET'S RAISE A GLASS

Since launching, we have celebrated inclusivity and community through a variety of experiences, including:

- Working with over 50 organizations
- Creating hundreds of zero-proof cocktails
- Supporting various not-for-profit organizations, including: Friends of Regent Park, Dixon Hall School of Music, Regent Park Film Festival and Regent Park Social Development Plan
- Collaborating with fantastic organizations doing meaningful work, including: Tridel, Daniels Corporation, Queen Street East BIA, Queen Street West BIA, Oakwood Eglinton BIA and Omni Health & Rehab Clinic

A DIFFERENT EXPERIENCE

We love working with companies and organizations to help create welcoming and inclusive environments for everyone to enjoy. We'll meet you where you're at and come up with a plan that include creative events, weekly tastings, mixology classes or workshops. When it comes to partnerships with us, the opportunities are truly endless.

Seems everyone is cutting back on alcohol. No need to feel deprived. ZERO Cocktail Bar offers spectacular alternatives that are not only tasty but created and served with style and flourish. Gail Lynch is a rock star on the scene at just the right moment.

— Ann Kirkland, Classical Pursuits





REACH OUT

(416) 891-1428

info@zero-bar.ca

[facebook.com/ZEROcocktailbar](https://www.facebook.com/ZEROcocktailbar)

[instagram.com/zero_cocktailbar](https://www.instagram.com/zero_cocktailbar)