



## Merry, Bright, and Booze-Free: Swap Alcohol for Adaptogens with High Ground

**NEW YORK, NY** — This holiday season, wellness and celebration can go hand in hand. **High Ground Elixir**, the sparkling functional beverage infused with adaptogenic mushrooms, is here to liven up gift guides and holiday parties alike—with bold flavors, good vibes, and zero alcohol.

Available in fun, juicy flavors like **Strawberry Peach**, **Yuzu Lime**, **Orange Passionfruit**, and **Chili Mango**, High Ground makes a perfect host gift, stocking stuffer, or contribution to any get-together. It's a conversation starter and a mood lifter—no hangover required.

### A Toast to the Trends

As *non-alcoholic drinks* continue to trend upward—driven by Gen Z, wellness-minded millennials, and sober-curious consumers—High Ground is at the forefront of the new holiday ritual: one that celebrates connection without the crash.

“The holidays are stressful enough,” says founder Jessie Zachowski. “High Ground offers a way to unwind and feel good without compromising health or energy. Plus, it tastes amazing—we’ve had people swap it in for their wine at dinner and not look back.”

### Not Your Average Sparkling Water

Each can is infused with functional mushrooms like Lion’s Mane and Reishi—known to support focus, balance, and calm. But don’t worry: there’s no earthy taste, no strange afterglow, and absolutely nothing psychedelic. Just a fizzy, fruity, feel-good drink that brings a little *elevated fun* to any gathering.

### Why High Ground is Press-Worthy This Holiday Season:

- 📺 **The Ultimate Host Gift:** Unique, wellness-forward, and gorgeously packaged
- 🍷 **Non-Alc Holiday Party Hero:** Pairs well with cheese boards, toasts, and charades
- 🎄 **White Elephant Wildcard:** A crowd-pleaser no one saw coming
- ✅ **On Trend:** Aligned with the rise of sober-curious lifestyles, wellness gifting, and functional beverages
- 🌱 **Clean & Sustainable:** Non GMO, no added sugar, adaptogen-powered, and made with mushrooms from a zero-waste indoor farm

Whether you’re decking the halls or dodging the hangover, High Ground is the new holiday ritual.

**Cheers to feeling good this season. Claim the High Ground.**

Find us on [www.drinkhighground.com](http://www.drinkhighground.com) and Amazon. 6pks for \$29.99.

**Now taking press inquiries and holiday feature opportunities. Media Samples & Hi-Res Images Available Upon Request**

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### **About High Ground Elixir**

Founded in 2024 by Jessie Zachowski, High Ground Elixir offers all-natural functional beverages crafted to elevate the mind and body. Each elixir combines organic mushrooms like Lion's Mane for focus, Reishi for stress relief, and Cordyceps for energy, along with natural nootropics such as GABA and L-Theanine. Each beverage is vegan, non-GMO, and gluten-free. Designed for wellness enthusiasts and eco-conscious consumers, High Ground Elixir is proud to deliver a delicious, sustainable product that's as good for the planet as it is for you.