

## Eight Bosses Share Their Favorite Nonalcoholic Cocktails

When you have to get up early in the morning, phony Negronis are the drink of choice the night before.



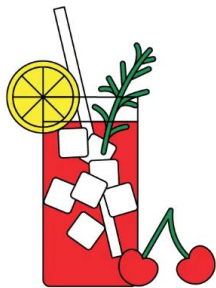
Illustrations by Rose Wong

By [Kate Krader](#)

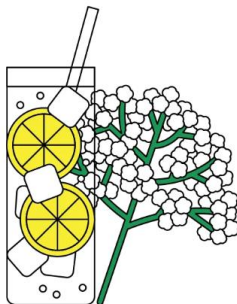
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*Welcome to the CEO Diet, a monthly series in Bloomberg Businessweek, where executives from around the world tell us how they manage their time in and out of the office. Among the topics they've discussed: their favorite commuting podcasts and playlists, go-to snacks, exercise routines and fashion uniforms.*

This month we asked the C-suite bosses what their nonalcoholic drink of choice is. Fancy coffee or tea is all well and good, but what we really wanted to know about was their power drink when they've decided they don't want booze. The responses run the gamut from a new 0% alcohol beer backed by a famous actor to an elaborate, kombucha-based cocktail for in-house entertaining. Here's what the bosses drink when they're not drinking (alcohol).



As chief brand officer of the RealReal, Kristen Naiman oversees the creative focus of the famed luxury consignment platform. She's also the former senior vice president for concept and strategy at Kate Spade New York and understands the importance of a stylish drink that's not literally intoxicating. "I am a classic person, so I love a bitters and soda. I've been drinking them from way before the NA trend even started," she says. She favors a drink that features fruit juice from an old-school farm stand on Long Island's trendy North Fork. "One of the things I make is a cocktail using cherry juice from Briermere Farms. I mix it with seltzer and lime and sometimes toss a sprig of rosemary in there. It's a Shirley Temple but adult."



Dean Forbes, CEO of the London-based software company Forterro, which in 2024 posted revenue of over £344 million (\$463 million), has one of the corporate world's more compelling stories. As a teenager he was homeless; he had an early job in a Motorola call center. He eventually moved to the software company Primavera and became a millionaire when it was sold to Oracle in 2008. Now, Forbes tops the Powerlist 2025, which ranks the country's most influential Black Britons. For his party beverage, Forbes keeps it simple. "I mainly drink sparkling water, but around cocktail time I will go with an elderflower cordial mix," he says.



As CEO, Andrew Carnie oversees the 45 (soon to be 46) properties within the current universe of Soho Houses worldwide. He knows the value of good drinks, in both his personal and his professional life. "Our new range of 'no and low' cocktails offer both functional and health benefits, as well as ensuring our members and guests feel included at our Houses, whether they're drinking or not," he says. As for what he reaches for? "I really enjoy a pint, and today the quality of nonalcoholic alternatives are so good that you no longer need to concede on taste and enjoyment." He says he often opts for a Bero, Tom Holland's new 0% ABV beer, which was recently introduced at the Houses.



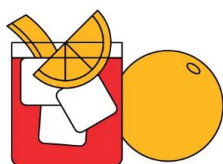
The San Francisco-based Debby Soo is an expert on restaurants, both local and international. After all, she's been CEO of dining reservation site OpenTable for almost five years. She's also an expert on bars, and her favorite nonalcoholic drink is from a popular Bay Area place on Divisadero Street. "I like the Anchors Aweigh at Horsefeather in San Francisco. It's a mix of NA bittersweet amaro, lemon, ginger beer and mint, and it's bright, refreshing and herb-forwarded versus having a sugary profile." It's not their only NA drink, she adds. "Horsefeather is known for their inventive cocktails, and they really have standout mocktails too."



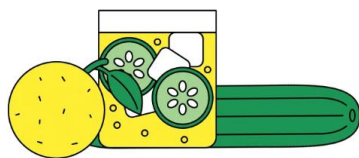
Finance veteran Anthony Catachanas is busy right now. "We're currently accumulating commitments for our EUR400m flagship fund," he says about his role as founding partner and CEO of the recently launched private equity investment firm Tower Peak Partners. His nonalcoholic drink of choice reflects the amount of time he spends on the road building a global fund: "Spiced tomato juice!" He continues: "Most appropriate when returning from a marathon deal negotiation on the red-eye flight back from New York to London. It must be enhanced with a generous dose of



Worcestershire sauce and two ice cubes, a combination that provides just enough cooling to cause a refreshing reaction on the first few sips and helps induce calm before the thickness of the drink forces one to stir.”



Terry Dale’s specialty is helping people maximize their time and energy in major cities around the country. He’s been CEO of the United States Tour Operators Association for a dozen years; before that he was vice president of the NYC Convention and Visitors Bureau and president of the New England Society of Convention and Visitors Bureaus. His favorite booze-free drink is one that he enjoys without leaving his house. “I’ve been on a nonalcoholic Negroni kick. At home, I’ve been enjoying one by St. Agrestis, which is made locally in Brooklyn. The citrus flavors and bitterness keep it festive and pair perfectly with the ‘bitter’ company I usually keep,” he jokes.



As president of Explora Journeys—a company dedicated to luxury ocean travel, from a five-day cruise through the Virgin Islands and Barbados to a 21-day tour of ritzy Old World European beaches—Anna Nash is inspired by international flavors. “I travel to Japan

often, and I never return without a few yuzu delicacies. Travel has a way of staying with you, and sometimes a single ingredient is all it takes to bring those moments quietly back to life.” As an alcohol alternative for the summer, she favors something spiked with the elegant citrus. “I like to serve something that still feels refined: soda water with sliced cucumbers with a splash of yuzu cordial. It’s crisp and unexpected.”



Jim Donnelly is the CEO and co-founder of Humanaut Health, a Texas clinic that’s dedicated to the popular subject of longevity medicine and health optimization; he’s gearing up for nationwide expansion this year, starting in Palm Beach, Florida. His pick is, unsurprisingly, health-focused. “My family loves to host in our Austin home. Whether you’re 15 or 50, we found cranberry kombucha Moscow mules to be a crowd favorite. Kombucha has been shown to benefit gut health and immune function.” Among its benefits: “It includes ginger, which has digestion and cardiovascular benefits and tastes delicious.”

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