

FOR IMMEDIATE RELEASE

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Introducing the NYC's Best Bars for NA Awards 2025

Celebrating New York City's best alcohol-free bar programs

Third Place Bar and Boisson announce the launch of the **NYC's Best Bars for NA Awards 2025**, the first-ever awards program recognizing excellence in alcohol-free hospitality across New York City. The awards honor bars that genuinely invest in inclusivity: venues that craft thoughtful, creative non-alcoholic drinks and create environments where everyone feels welcome. Winners will be announced in early January to kick off Dry January and shine a spotlight on the bars leading the way.

NYC's Best Bars for NA is not affiliated with or endorsed by The World's 50 Best Bars.

How it works

Nominations are open from **December 1-28, 2025**. Bars may self-nominate or be nominated by guests using an [online nomination form](#).

To qualify for judging, a bar must:

- Be located in one of NYC's five boroughs
- Be permanent (no pop-ups) and open to the public during December 2025
- Offer a meaningful adult non-alcoholic beverage program (such as zero-proof cocktails, beer, wine - not coffee/tea, juices, soda, etc.)
- Identify primarily as a bar (not a restaurant)

Finalists and winners will be selected by the awards committee. Full judging criteria are available on [the awards website](#).

Judging criteria

The awards committee includes leading hospitality and non-alcoholic industry professionals, including Sam Bail (Founder, Third Place Bar), Alex Highsmith (Co-owner, Spirited Away), and Vibe Cabrera (Vibe Imbibe & The Daily Pour).

Nominees will be evaluated based on:

- Variety, creativity, and quality of non-alcoholic offerings
- Menu accessibility and transparency
- Bar culture and hospitality

2025 Awards timeline

- **Nominations open:** December 1, 2025
- **Nominations close:** December 28, 2025 at 11:59pm ET
- **Winners announced:** January 5, 2026

About Third Place Bar & Boisson

Third Place Bar (www.thirdplacebar.nyc) is an NYC-based alcohol-free pop-up bar and events brand highlighting community, connection, and great zero-proof drinks.

Boisson (www.boisson.co) is a leading non-alcoholic beverage retailer helping make elevated, alcohol-free options accessible and exciting for everyone.

Media Contact

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Awards website: www.thirdplacebar.nyc/awards