

WhistlePig Whiskey to introduce non-alcoholic cocktails

02 January 2025 | News

The Sex, Drugs, Rock & Dry cocktail is crafted with 100 per cent Rye Non-Whiskey, Barrel-Aged Maple Syrup



The Sex, Drugs, Rock & Dry cocktail is crafted with 100 per cent Rye Non-Whiskey, Barrel-Aged Maple Syrup

WhistlePig Whiskey, a leader in independent craft whiskey and a pioneer of rye, is introducing a new twist to non-alcoholic cocktails this January, with the help of Alice Cooper. WhistlePig is defying traditional whiskey norms and challenging the typical morals associated with Dry January by launching a limited edition cocktail called the Sex, Drugs, Rock & Dry Old Fashioned. This drink features non-psychoactive ingredients that encourage sober fans to indulge in other vices—all for a great cause, as 100 per cent of profits will benefit the bartending community.

Prepare for an adventurous cocktail experience! The Sex, Drugs, Rock & Dry cocktail is crafted with 100 per cent Rye Non-Whiskey, Barrel-Aged Maple Syrup, and adaptogenic ingredients like Cordyceps and Schisandra Berry, along with the aphrodisiac Damiana. Instead of melting in your glass, this unique concoction aims to melt in your mind. WhistlePig has always taken an unconventional approach, and this non-alcoholic Maple Old Fashioned captures the essence of rock and roll without adhering to the usual Dry January constraints.

“Last year’s Dank January release demonstrated that our fans are ready to enjoy themselves, no matter what they’re drinking this month,” says Meghan Ireland, WhistlePig’s Head Blender. “No Dry January participant should miss out on a high-quality Old Fashioned made with real, aged Rye Non-Whiskey, nor the freedom to indulge in some mischief—even if they’re staying sober.”