

Frizer: the new elegance of non-alcoholic mixology

scritto da Emanuele Fiorio | 7 Luglio 2025



Frizer reinvents the world of non-alcoholic mixology with its elegant sparkling wines and exclusive cocktail creations. Partnering with bartender Andrea Cason, the brand showcases four signature drinks that celebrate taste, creativity, and wellness. Frizer becomes the premium choice for inclusive, alcohol-free experiences in modern hospitality and social drinking.

The revolution of conscious taste has arrived. In today's mixology world—ever more focused on sustainable, healthy, and responsible choices—Frizer asserts itself as a leading player. Offering high-quality alcohol-free sparkling wines, the brand redefines the drinking experience, providing a sophisticated, creative, and surprisingly versatile alternative.

In an era where mocktails and low-alcohol cocktails are no longer a passing trend but a true cultural shift, Frizero interprets and anticipates the desires of a generation that values wellness without giving up the pleasure of a refined toast.

“Today, the market demands experiences that are both responsible and satisfying,” says Roberta Mottadelli, CEO of Frizero. “Frizero was created to meet this need, bringing quality and versatility to the world of alcohol-free mixology.”

Frizero Signature Drinks: a journey into taste

To fully express Frizero’s essence, we collaborated with Andrea Cason, head bartender at the prestigious Romeo Bistrot Cocktail Bar in Verona, to create four exclusive cocktails. Crafted with Frizero White and Rosé, these recipes offer innovative, accessible, and sensorially rich mixology—without compromising on taste.



1. French 75 – No Alcohol

A classy twist on a classic, ideal for those seeking freshness and finesse.

Ingredients:

- 35 ml Tanqueray 0.0
- 20 ml lemon juice
- 20 ml Monin lemongrass syrup
- 10 ml sugar
- Top with Frizer White

Tasting notes: *fresh, citrusy, elegant.*

Discover the recipe here: [French 75 No alcohol](#)



2. Blue Marine – No Alcohol

A sip of the sea: a mocktail that tastes like summer.

Ingredients:

- 40 ml Venturo
- 60 ml Frizero White
- Top with Aegean tonic

Tasting notes: *floral, delicate, with a clean finish.*

Discover the recipe here: [Blue Marine No alcol](#)



3. Spritz 0.0 – Low Alcohol

An Italian aperitif meets lightness.

Ingredients:

- 37.5 ml bitter
- 10 ml rose syrup
- 60 ml Frizero Rosé
- Top with grapefruit soda

Tasting notes: *sparkling, citrusy, convivial.*

Discover the recipe here: [Spritz 0.0 Low alcol](#)



4. Fricolada – No Alcohol

A tropical explosion at first sip.

Ingredients:

- 35 ml white rum
- 50 ml pineapple juice
- 35 ml Fabbri coconut
- Top with Frizer Rosé

Tasting notes: exotic, creamy, refreshing.

Discover the recipe here: [Fricolada Low alc](#)

Frizer: a new horizon for hospitality

Inclusive drinking is now a priority for many venues aiming to offer premium alcohol-free experiences. With its aromatic elegance and versatility, Frizer becomes the go-to ingredient for creative bartenders, visionary restaurateurs, and mindful consumers. Whether it's for a sunset aperitif, a special event, or a night out with friends, Frizer brings character, intensity, and authentic pleasure—without alcohol.

Key points

1. **Frizero elevates non-alcoholic mixology** with premium sparkling wines.
2. **Signature drinks created in collaboration with top bartender Andrea Cason.**
3. **Appeals to health-conscious consumers** without sacrificing taste.
4. **Ideal for inclusive hospitality** and responsible drinking.
5. **Combines elegance, versatility, and innovation** in each cocktail.