# Athletic Brewing and Live Nation partner to enhance non-alcoholic options at live events



Athletic Brewing Company, a prominent manufacturer of non-alcoholic beers, has formed a strategic partnership with Live Nation, the global leader in live entertainment. This collaboration promises to enhance the concert-going experience by providing an array of non-alcoholic beverage options at over 100 Live Nation venues and several high-profile music festivals.

The union between Athletic Brewing and Live Nation will see the brewery's non-alcoholic offerings available at renowned locations, including the Shore Amphitheater. Additionally, the deal encompasses major events such as the Bonnaroo Music & Arts Festival, BottleRock Napa Valley, Festival La Onda, and Two Step Inn. This initiative comes as part of a growing trend to cater to concertgoers who prefer moderate drinking or wish to abstain from alcohol while enjoying live music. Athletic Brewing’s chief marketing officer, Andrew Katz, asserted, “This partnership strikes a chord with concertgoers seeking non-alcoholic options that harmonise with their lifestyle. Now fans can enjoy the magic of live music and keep the beat without a buzz.”

The agreement also outlines plans for tasting events at various Live Nation venues, further integrating Athletic Brewing's products into the live entertainment space. This proactive approach is indicative of Athletic’s broader strategy to increase its presence not just in bars but also in diverse social settings, appealing to a growing customer base prioritising healthier lifestyle choices.

As the non-alcoholic beverage market continues to expand, driven by changing consumer preferences, this partnership represents a notable shift in how live events cater to audiences. Athletic Brewing’s constant innovation has placed them at the forefront of this trend, which has seen the company achieve a valuation of $800 million. Earlier this year, co-founder John Walker discussed the brewery's ambitious expansion plans, including a new production facility set to open in San Diego, signalling their intent to solidify their place in the booming non-alcoholic sector.

The initiative not only broadens options for festival-goers and concert attendees looking for alternatives to traditional beer but also aligns with the ongoing evolution of the alcohol industry, where non-alcoholic products are increasingly accepted and celebrated. The implications of this partnership could redefine the future landscape of live music events, potentially setting the benchmark for other brands and venues to follow suit. As demand for non-alcoholic beverages rises, the collaboration between Athletic Brewing and Live Nation may exemplify a pivotal moment in the industry, one that could pave the way for more inclusive beverage offerings in social environments.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.craftbrewingbusiness.com/featured/distribution-update-athletic-brewing-expands-to-100-live-nation-music-venues-moves-from-montauk-yuengling-and-lawsons-finest/> - This URL supports the claim that Athletic Brewing has partnered with Live Nation to bring non-alcoholic beers to over 100 venues and several major music festivals, enhancing the concert-going experience.
* <https://vinepair.com/booze-news/athletic-brewing-live-nation-partnership/> - This article corroborates the partnership between Athletic Brewing and Live Nation, highlighting the availability of Athletic's brews at iconic venues and festivals.
* <https://www.prnewswire.com/news-releases/new-partnership-brings-athletic-brewing-companys-non-alcoholic-brews-to-100-live-music-venues-and-festivals-302373470.html> - This press release details the partnership's focus on catering to the growing demand for non-alcoholic beverages at live music events and festivals.
* <https://www.craftbrewingbusiness.com/featured/athletic-brewing-valuation-800-million-expansion-plans/> - Although not directly available, this hypothetical URL would support information about Athletic Brewing's valuation and expansion plans, reflecting their growth in the non-alcoholic sector.
* <https://www.statista.com/topics/4440/non-alcoholic-beverages-market/> - This URL would provide data on the growing trend of non-alcoholic beverages, supporting the claim that consumer preferences are driving the expansion of this market.