

SØBR MARKET

OUR

BRAND
GUIDELINES



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Welcome here!

This is the Brand Guidelines, our guide for **all-things**
Sobr Market: what we stand for, how we speak and
what our purpose is. Happy reading!

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OUR Mission

Søbr Market is a customer-first, bottle shop that educates people about non-alcoholic beverages.

We support people no matter the reason they choose non-alcoholic options and believe "You can have fun without alcohol."



Søbr Market aims to reduce the stigma around non-alcoholic drinking and the sober experience.



The Caregiver

Caregivers are extremely empathetic. Søbr Market and caregivers provide safe environments for people. All thoughts, questions and ideas are welcome.

We're here to listen.



Cater to the individual in front of me

Everyone is coming from a different space and situation. We want be **aware and mindful** of the customer and their circumstance while adapting our approach to cater to them.

Never ask why

This remains a choice. **It's a choice** to drink alcohol, to sustain and to be mindful. It's not our place to know unless they share.

Raise Awareness

Help our community become aware of the benefits of choosing alcohol-free options. We want to encourage mindful drinking, but not discourage alcohol use – **we are not here to judge.**



Friendly

Be there and be present for our customers, just like a friend would be.

Welcoming

Make every customer feel welcome no matter where they come from.

Knowledgeable

We want our customers to think of us as the experts on non-alcoholic drinks.



Informative

"So, you're looking for something super specific, or you have no idea what you want or where to start? No problem. **We're here to help.**"

Understanding

"No matter **who you are and what you've been through**, you are welcome at Søbr Market. We won't ask personal questions, but we are here if you need someone to talk to or support you on your alcohol-free journey."

Casual

"Hey Joe, how are the kids? Awesome! What brings you in today? Cool, we got that right over here."

Søbr Market **isn't all business all the time**, we're happy to have you here, even if you just want to chat and hang out!

