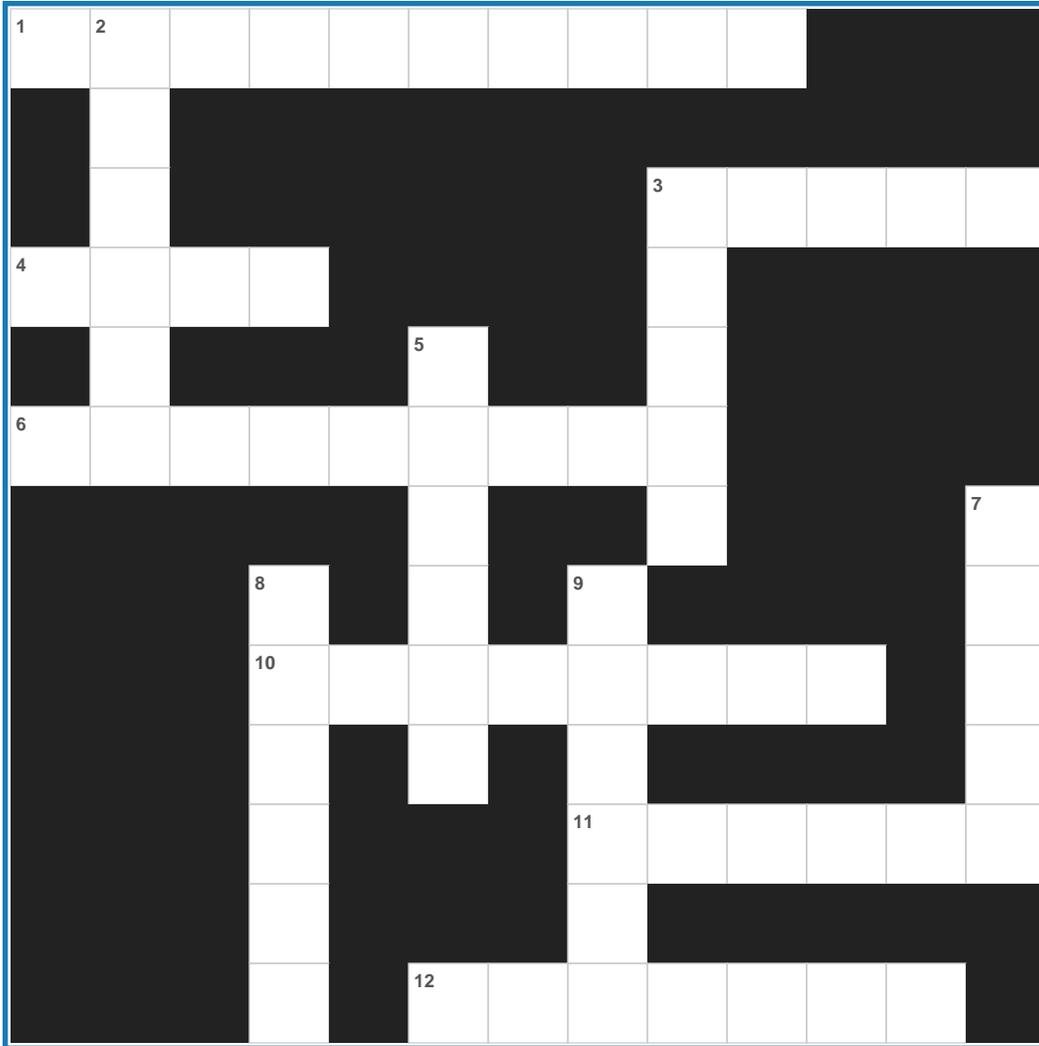


THE SOBER CURATOR PRESENTS

# CLUED IN

ISSUE NO. 2 | APRIL 2026 | "HAPPY EVERY HOUR"

*Getting sober matters. Staying sober matters more.*



## ACROSS

- 1 The movement that turned the first month of the year into the world's biggest sobriety experiment
- 3 Apple-based, crisp, and refreshing. Brands like Gruvi make the NA version shine
- 4 Bubbles. Effervescence. The thing that makes NA drinks feel celebratory
- 6 The two-word category that changed everything. No ABV, all the flavor
- 10 The pre-dinner drink category the Italians perfected. Now it comes without alcohol
- 11 The root that adds heat and spice to everything. Moscow Mules owe it everything
- 12 The botanical that defines gin. Tastes exactly the same without the ethanol

## DOWN

- 2 Every great mocktail starts with one. TSC has a whole collection
- 3 The word that separates mass-produced from made-with-love. Athletic Brewing lives here
- 5 The person behind every great NA beer. Same craft, different mission
- 7 The word that started it all. Five letters. Infinite possibilities
- 8 Your taste buds have one. Sobriety gave it an upgrade
- 9 The old-school prefix for an alcohol-free drink. We've upgraded the vocabulary since then