

TABOOZE

Skip the hangover

CAPABILITY STATEMENT

20
22



040 968 3203

hello@tabooze.com.au

ABOUT OUR COMPANY

Values

Quality - Integrity – Choice

Keep your guests hydrated and safe while providing choice for your next event, stakeholder and team gathering.

About Us

Tabooze is a purveyor of quality alcohol free drinks serving people who want choice. Providing sophisticated alcohol-free options in your workplace promotes inclusivity and demonstrates your consideration to stakeholders and team members.

We have found that people who don't drink alcohol, want choices beyond soft drinks.

Alcohol-free options at your functions, demonstrates;

- Inclusivity
- Understanding the changing needs of your community
- You care about staff, stakeholder and community welfare



OUR BUSINESS

Why Choose Tabooze?

- Boutique, personalised service and support
- Alcohol free drinks curated to suit your needs
- Easy and quick delivery state-wide
- Mix and match from a selection of over 100 quality options
- No minimum order quantity in any category
- Initial tasting for your key team members
- Full bar service for events

Who we serve

- Local Government Associations
- Cafes & Bistros
- Corporate Organisations
- Wedding Planners
- Event Coordinators
- Energy & Resource Sector
- Not for Profit Organisations

Tabooze in action

MSWA Annual Dinner Auction

At the invitation of Multiple Sclerosis WA, Tabooze designed two alcohol free cocktails to serve guests during the 45 minute pre-dinner period. Tabooze catered to over 350 corporate sponsors and supporters, including local dignitaries and ministers, attending the auction to raise funds for people in Western Australia living with neurological conditions

Hippo Lakes

Tabooze was invited to provide a range of alcohol free options for the newly opened Hippo Lakes café and function centre in 2021. Patrons have the choice of sparkling wine, ready to drink mocktail and beer. Customers who choose not to drink, are delighted with the sophisticated choices.



Bonnie Allen – Founder

Bonnie Allen went on the hunt for quality drinks to replace the habitual glass of wine in 2021 after deciding to give up alcohol.

Bonnie found that the quality of drinks on offer in supermarkets offered convenience but not much more. She knew there had to be quality products in the market place and so research began. What Bonnie quickly discovered, was that labels, the marketing hype or suppliers – could not always be trusted.

Bonnie was not deterred and eventually found the quality range of non-alcoholic beverages she was looking for. These sophisticated choices are now offered to you.

Every drink Tabooze stocks, sells and recommends has been tasted by Bonnie and her select taste ambassadors to get a comprehensive review across a range of palates.



WHY SHOULD YOU CONSIDER ALCOHOL FREE?



1 in 5 Australians drink rarely or not at all.

Under 30s are the fastest growing cohort giving up alcohol.

In 2020-21, people aged 18 years and over were asked whether the amount of alcohol they usually drink had changed or stayed about the same since the same time 12 months ago. Nearly one in four (23.9%) reported decreased consumption.



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