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Explore Butte County Launches Inaugural Dry January Passport for 2025

Celebrate the season with mindful drinking and creative alcohol-free experiences

[Chico, CA] – December 18, 2024 – Explore Butte County is excited to announce the launch of their inaugural *Dry January Passport*, a month-long celebration of creativity, community, and mindful drinking. Starting January 1, 2025, visitors to and residents of Butte County can explore more than 20 local restaurants, cafés and bars through mocktail menus and innovative alcohol-free options, as well as exploring the area’s alcohol-free experiences.

The mindful drinking movement continues to grow, with many people choosing to abstain from alcohol for health or lifestyle reasons. A [2024 study](#) found that 41-percent of Americans are trying to drink less, an increase of 7-percent from 2023. Millennials and Gen Z travelers are leading the way and are increasingly interested in wellness and mental health when considering travel experiences.

Explore Butte’s Dry January Passport is a gamified, digital experience designed to energize the restaurant scene during one of the slower months of the year. The passport encourages visitors to experience new establishments and try innovative, alcohol-free beverages. It’s a win-win for businesses and patrons alike. At the end of January, five winners will be randomly selected in the grand prize drawing for \$200 worth of gift cards from participating locations.

What is the Dry January Passport?

- **Earn Rewards:** Collect prizes by visiting participating locations and enjoy exclusive mocktail and non-alcoholic (NA) drink specials. Simply check in with a photo at participating locations
- **Win Big:** Check-ins earn passport holders entries for the Grand Prize drawing.
- **Friendly Competition:** Climb the virtual leaderboard and compete with friends as you rack up check-ins throughout Butte County.

“The Dry January Passport taps into the growing trend of mindful drinking, particularly among younger generations seeking high-quality, alcohol-free alternatives,” said Nichole Farley, Executive Director of Explore Butte County. “Our local businesses are showcasing their culinary creativity which creates lasting impressions and turning first-time guests into loyal visitors beyond January.”

The inaugural event will kick-off at participating locations in Chico and Oroville on January 1. For all locations and more information, visit www.ExploreButteCounty.com/DryJanuary.

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