

How 2021 Became the Breakout Year for Sober October



Sober October, a month when some drinkers give up alcohol for a pre-holidays reset, has been living for years in the shadow of its better-known teetotaler cousin, Dry January.

Recommended articles

<https://www.adweek.com/brand-marketing/how-2021-became-the-breakout-year-for-sober-october/>