The Night Out Is Changing, This Beer Spa Was Built for It

News-Press Release
Plymouth, Massachusetts (Newsbox) 10-Jun-2026
https://prsafe.com/release/17244/

Summary
Oakwell Beer Spa â€" the Denver-born concept that pairs beer-infused hydrotherapy with a craft taproom â€" is betting its national franchise expansion on exactly that shift.

Message
Denver and Highlands Ranch, CO, June 10, 2026 -- The new kind of night out doesnâ€™t end at 2 a.m. It might mean a couple of craft beers over a board game, an evening at a climbing gym, or a soak and a sauna with friends â€" then home early enough to be on a trail by sunrise. Led by Millennials and Gen Z but increasingly shared across age groups, the way Americans socialize is being reinvented around experience, wellness and connection rather than how late the night runs. Â Oakwell Beer Spa â€" the Denver-born concept that pairs beer-infused hydrotherapy with a craft taproom â€" is betting its national franchise expansion on exactly that shift. Â â€œThe younger generations have told us what they want, and itâ€™s not a another nightclub,â€• said Damien Zouaoui, co-founder of Oakwell Beer Spa. â€œThey want to go out, connect with people and still feel good the next morning. Thatâ€™s the whole idea behind Oakwell Beer Spa. You can have a great craft beer with friends or your s.o. and a genuinely restorative experience in the same visit.â€• Â The data behind the shift According to a 2025 survey by NCSolutions / Circana, nearly half of Americans (49%) planned to drink less alcohol in 2025. That marked a 44% jump from 2023 . Of that group, roughly two-thirds Gen Z said they planned to drink less (NOTE: about half of Gen Z adults of legal age report having never had an alcoholic drink at all-- NielsenIQ). Â Drinking less hasnâ€™t meant socializing less, just reorganizing their nights around activity and wellness. A growing â€œdaycapâ€• trend has roughly a third of legal-age Gen Z consumers (2026 Bacardi consumer survey) favoring earlier outings over late nights, prioritizing better rest and next-day productivity. Industry researchers describe the cohort as gravitating toward â€œactivity-centric occasions like games, workouts and concerts,â€• while a separate study found that nearly four in 10 Gen Z and a third of Millennials are drawn to wholesome outdoor pursuits like hiking. Â Where they are spending is just as telling. Despite making up only about a third of the U.S. adult population, Gen Z and Millennials now account for an estimated 41% of all annual wellness spending (McKinsey & Company). That tabs out to more than $500 billion in the U.S. and grows 4â€“5% a year. And itâ€™s proven durable: research shows consumers are less willing to cut wellness than categories like entertainment or clothing, even under economic pressure. Â â€œThis is the most resilient consumer trends weâ€™ve seen, and it lines up perfectly with what we built,â€• said Jessica Zouaoui, co-founder and CEO of Oakwell Beer Spa. â€œWe combine three things this generation is actively seeking â€" wellness, real social connection and craft beverage culture â€" in one approachable, affordable experience. For someone looking at franchise opportunities, thatâ€™s not a fad. Thatâ€™s where the market is going.â€• Â A concept built for the franchise opportunity Oakwellâ€™s model is intentionally broad in its appeal. Guests begin in a taproom featuring rotating craft beer, wine, cider and non-alcoholic options, then move into private spa suites with beer-infused hydrotherapy baths â€" made with hops, barley and therapeutic herbs, not fermented beer â€" along with infrared saunas, rain showers and zero-gravity massage experiences. Â That mix lets a single location welcome the craft-beer enthusiast, the sober-curious guest, the wellness seeker, the first-time spa-goer and the couple looking for a different kind of date night â€" all in the same suite. The self-guided format, requiring no one-on-one therapist interaction, also appeals to younger guests who value privacy and control over their own experience. Â For prospective franchisees, the appeal is a concept positioned at the intersection of three growing markets rather than dependent on any single one. After operating near capacity in Denver and launching a franchise-ready prototype in Highlands Ranch, Oakwell has demonstrated demand, refined its operations and proven the model is built to scale. Â â€œThe best franchise categories are the ones where consumer behavior is moving toward you, not away from you,â€• Damien added. â€œEvery trend line â€" wellness spending, experiential spending, drinking less but going out smarter â€" points in our direction. We think thatâ€™s a powerful thing to hand a new franchise owner.â€• Â The concept has resonated with guests and critics alike. Online reviews frequently describe Oakwell Beer Spa as a â€œfun date,â€• â€œextremely relaxingâ€• and â€œa unique experience.â€• Â After being recognized by USA Todayâ€™s 10 Best as one of the nationâ€™s best spas, named to TIMEâ€™s list of the Worldâ€™s Greatest Places, and honored by Entrepreneur as one of Americaâ€™s Best Mom & Pop Shops, Oakwell Beer Spa began expanding nationwide through franchising in early 2026. Â To learn more about Oakwell Beer Spa, visit oakwell.com. For franchise information, visit oakwellfranchise.com. Â About Oakwell Beer Spa: Oakwell Beer Spa is an award-winning day spa offering a beer-inspired wellness experience that blends relaxation with craft beer culture. Its private spa suites feature beer-infused hydrotherapy baths made with hops, barley and therapeutic herbs, along with infrared saunas and zero-gravity massage, creating a

space designed for both rejuvenation and social connection. Guests also enjoy a taproom with a rotft beer, wine and non-alcoholic options. Expanding its wellness approach beyond the spa, Oakwell Cosmetics fe of beer-infused bath and body products. Now franchising nationwide, Oakwell invites entrepreneurs t r-infused spa experience to new communities. For more information, visit oakwell.com, oakwellfranchise.com a .com.

Contact Information
Steven Dubin
PR Works
7815821061
sdubin@prworkzone.com

Tag Cloud
beer spa wellness craft beer

Categories
Food/Beverage

Disclaimer
This release was submitted by a Newsbox user.
Any communication related to the content of this release should be sent to the release submitter.

Newsbox-Connectus LLC | newsbox.com
810 Cromwell Park Drive, Bldg D, Hanover, Maryland 21061; 1-888-233-7974 (International 01-410-230-7976)