

WHAT IS CLAIMED IS:

1. An alcoholic food product comprising an edible base material, alcohol, and at least one of a neurotransmitter or a neurotransmitter precursor.
2. The alcoholic food product according to claim 1, wherein the edible base material is a liquid, solid or semi-solid edible substance.
3. The alcoholic food product according to claim 1 or 2, wherein the edible base liquid substance is a base beverage.
4. An enriched alcoholic beverage comprising a base beverage, alcohol, and at least one of a neurotransmitter or a neurotransmitter precursor.
5. The alcoholic food product according to any one of claims 1 to 3, or the enriched alcoholic beverage according to claim 4, wherein the base beverage is selected from the group consisting of a natural or artificially flavored fruit juice, vegetable juice, fruit syrup, concentrate or nectar from fruits, plant materials such as agave, jello, carbonated beverages such as cola, optionally with addition of roasted malt beer, caffeinated beverages, specialized flavor formulations emulating the taste of existing beers, wines and spirits, non-alcoholic cocktails ("mocktails"), dealcoholized beer, dealcoholized wine, dealcoholized spirit, malt beer, tonic water and water.
6. The alcoholic food product according to any one of claims 1 to 3, or the enriched alcoholic beverage according to claim 4, wherein the base beverage is an alcoholic base beverage.
7. An enriched alcoholic beverage comprising a base alcoholic liquid, and at least one of a neurotransmitter or a neurotransmitter precursor.

8. The alcoholic food product according or the enriched alcoholic beverage according to claim 6 or 7, wherein the base alcoholic beverage or base alcoholic liquid is selected from the group consisting of beer, wine, spirit, cider, perry and alcopop.

9. The alcoholic food product or the enriched alcoholic beverage according to any one of claims 1 to 8, wherein the alcohol is in amount of from about 0.5% to about 98%, from about 1% to about 20% or from about 30% to about 50% by volume or by weight.

10. The alcoholic food product or the enriched alcoholic beverage according to any one of claims 1 to 9, wherein the neurotransmitter is selected from the group consisting of norepinephrine, epinephrine, serotonin, dopamine, endorphin, acetylcholine, a gamma-aminobutyric acid (GABA), and the neurotransmitter precursor is selected from the group consisting of a norepinephrine precursor, an epinephrine precursor, a serotonin precursor, a dopamine precursor, an endorphin precursor, an acetylcholine precursor, a gamma-aminobutyric acid (GABA) precursor, and any combination thereof.

11. The alcoholic food product or the enriched alcoholic beverage according to claim 10, wherein the neurotransmitter precursor is a dopamine precursor selected from the group consisting of L-phenylalanine, L-tyrosine, levodopa and any combination thereof.

12. The alcoholic food product or the enriched alcoholic beverage according to any one of claims 1 to 11, wherein the neurotransmitter precursor is tyrosine.

13. The alcoholic food product or the enriched alcoholic beverage according to claim 12, wherein the amount of tyrosine is in the range of from about 100 mg to about 5000 mg per 1 liter.

14. The alcoholic food product or the enriched alcoholic beverage according to claim 13, wherein the amount of tyrosine is about 350 mg/L, about 500 mg/L, about 750 mg/L, or from about 100 mg/L to about 1000 mg/L.

15. The alcoholic food product or the enriched alcoholic beverage according to any one of claims 1 to 14, further comprising one or more psychostimulant substances selected from the group consisting of caffeine, omega-3 fatty acids such as docosahexaenoic acid (DHA), magnesium, soluble fibers, folate, olive oil or monounsaturated fats extracted therefrom, green tea or theanine extracted therefrom, pregnenolone or a derivative thereof, uridine-5w-monophosphate, iron, spices such as turmeric or curcumin extracted therefrom, oregano or an extract thereof, *Rhodiola rosea* or an extract thereof, vitamin C and vitamin B6, carbidopa and any combination thereof.

16. The alcoholic food product or the enriched alcoholic beverage according to claim 15, wherein the psychostimulant substances is caffeine.

17. The alcoholic food product or the enriched alcoholic beverage according to claim 16, wherein the amount of caffeine is from about 10 mg/L to about 900 mg/L, about 35 mg/L, about 50 mg/L, about 100 mg/L or about 350 mg/L.

18. The alcoholic food product or the enriched alcoholic beverage according to any one of claims 1 to 17, which upon consumption thereof exerts one or more positive psychoactive effects which last from 5 minutes up to 24 hours after consumption and/or one or more positive psychotropic effects which last from 5 minutes up to 48 after consumption.

19. The alcoholic food product or the enriched alcoholic beverage according to claim 18, wherein the positive psychoactive effect is euphoria and the positive psychotropic effect is one or more effects selected from the group consisting of (i) higher motivation, e.g., to work, learn and take part in rewarded activities; (ii) improved concentration and focus; (iii) higher self-confidence; (iv) arousal; (v) wakefulness; (vi) elevated alertness; (vii) improved creativity and creative thinking (viii) curiosity and openness to new experiences; (ix) sense of self-fulfillment, self-contempt; (x) relaxation; (xi) improved capacity to switch attention efficiently between tasks; (xii) improved sociability and

extroversion behavior (xiii) better cognitive and/or mental function; and (xiv) emotional and physical sense of well-being.

20. The enriched alcoholic beverage according to any one of claims 4 to 19, selected from the group consisting of an enriched beer, wine, cider, spirit or alcopop.

21. The enriched alcoholic beverage according to claim 20, which is an enriched beer, selected from an enriched ale, stout, porter, or lager.

22. The enriched alcoholic beverage according to claim 20, which is an enriched wine selected from an enrich dry red wine, enrich dry white wine, enrich semi-dry red wine, enrich semi-dry white wine, enrich rose wine, enrich dessert wine, enrich Port wine, enrich Champagne, enrich sparkling wine and enrich vermouth.

23. The enriched alcoholic beverage according to claim 20, which is an enriched spirit selected from enriched brandy, liquor, saki, Ouzo, arrack, rum, vodka, tequila, schnapps, whiskey, gin, cordial, Cachaça or slivovitz.

24. The enriched alcoholic beverage according to claim 20, which is an enriched cider or enriched alcopop selected from an enriched beer cooler, enrich wine cooler and enrich spirit cooler.

25. The enriched alcoholic beverage according to any one of claims 20 to 24, wherein the enriched beer, enriched wine, enriched spirit, enriched alcopop or enriched cider comprises one or more neurotransmitter precursors in an amount that impart to the beverage the ability to exert positive psychoactive and psychotropic effects which exceed the effects exerted by a corresponding non-enriched beer, wine, spirit, alcopop, and cider, respectively, while substantially minimizing intoxication effects.

26. The enriched alcoholic beverage according to any one of claims 20 to 25, comprising tyrosine in an amount from about 0.1 mg/ml to about 1.0 mg/ml or from about 0.1 mg/ml to about 5.0 mg/ml.

27. The enriched alcoholic beverage according to any one of claims 20 to 26, comprising caffeine in an amount of from about 10 mg/L to about 750 mg/L.

28. A process for the preparation of an enriched alcoholic beverage as defined in any one of claims 1 to 27, the process comprising combining a base liquid with alcohol and one or more neurotransmitter precursors, and, optionally, one or more psychostimulant substance.

29. The process according to claim 28, further comprising addition of at least one supplement selected from a flavoring agent, a colorant, an odoriferous agent, CO₂, enzymes, a viscosity modifying agent, a foaming agent, an antifoaming agent and a preservative.