

BARTON & GUESTIER

DEPUIS 1725

ALCOHOL-REMOVED

Sparkling wine

PRODUCTION



Grape Variety: 100% Muscat



Climate: Mediterranean, very windy with high temperatures and exceptional sun.



Vinification:

- Traditional winemaking process: selection of the finest Muscat grapes, crushing, pre-fermentation to extract the more aromas and low-temperature fermentation at 60°F to preserve the aromas.

Ageing:

- 100% in controlled temperature vats.

Dealcoholization:

- Using a unique craft filtration technique named Reverse Osmosis: the natural aromatic and nutrient components existing in the wine are extracted and preserved before the alcohol is evaporated, allowing the alcohol removed wine to keep its integrity intact maintaining its original bouquet, character, color, and flavors.

TASTING



Appearance: Nice white-gold color



Nose: Intense and aromatic nose typical of the Muscat grape variety, combining delicate floral and fruity notes.



Palate: Numerous fine bubbles. Well balance with a long and refreshing finish. An enjoyable drink!



Pairing: Ideal as an aperitif.

Best served between 5°C and 6°C / 41°F and 43°F.



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— THE OPPORTUNITY —

- *Less calories* than a regular wine (52 calories/240ml compared to ab. 165 calories for an alcoholic version).
- *No sugar added*
- Festive *drink for professional environments and non-alcohol policy venues* (workplaces, recreational venues...)
- Family friendly (pregnant women and elderly)
- *All wine benefits without the alcohol* (taste and nutrients)
- Unique and craft filtration process (preserving all aromas and nutrients of the wine)
- *Taste like a great sparkling wine* (has been mistaken with an alcoholic sparkling during blind tastings)
- High quality non-alcoholic sparkling for \$10.99 RSP.
- Following *reduced alcohol consumption trend*:
 - IWSR (International Wine and Spirit Research) estimates that sales of low or no alc. drinks will increase exponentially in the next 5 years.
 - All spirit and beer companies launched or acquired non alc. Brands
 - Nielsen announces that US consumers (65% of 21-44 yo) want to lower their alc. consumption



Proportion of regular wine drinkers who drink wine most / every day

	2007	2018
	16%	11% ↓
	20%	14% ↓
	12%	6% ↓

