



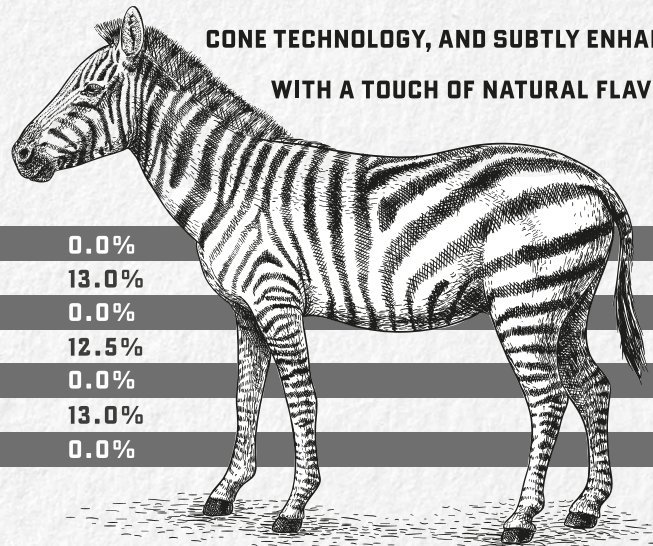
LE GRAND *NEWS*

ALCOHOL FREE
ALC **0.0** %VOL

**WELCOME TO LE GRAND NOIR NEWSLETTER
A SPECIAL NON-ALCOHOLIC VERSION**

LE GRAND NOIR 0.0 – PERFECT FOR ZEBRAS

WHETHER YOU ARE DOING DRY JANUARY, BEING A ZEBRA-DRINKER (ONLY DRINKING ALCOHOL ON EVERY OTHER DAY) OR CUTTING OUT ALCOHOL DURING THE WEEK, LE GRAND NOIR NOW HAS THE PERFECT SOLUTION. OUR NEW 0.0 WINES ARE PRODUCED FROM GRENACHE BLANC AND CHARDONNAY GRAPES - FOR THE WHITE - AND GRENACHE AND PINOT NOIR - FOR THE RED - FROM SOME OF THE BEST VINEYARDS OF THE LE GRAND NOIR ESTATE. THE WINES ARE THEN DEALCOHOLIZED, USING THE MOST SOPHISTICATED SPINNING CONE TECHNOLOGY, AND SUBTLY ENHANCED WITH A TOUCH OF NATURAL FLAVOUR.



0.0%
13.0%
0.0%
12.5%
0.0%
13.0%
0.0%

Unlike most zero-alcohol examples, Le Grand Noir 0.0 wines have only 13 grams of sugar per litre, making them two of the driest wine-based AFs on the market. They are the perfect accompaniment for a wide range of dishes, and “among the most gastronomic” of all zero-alcohol beverages.

THE ZERO ALCOHOL WINE MARKET IS FORECAST TO ENJOY COMPOUND ANNUAL GROWTH OF 10–11% UNTIL 2033, RISING IN VALUE GLOBALLY FROM \$2BN TO \$5.2BN AS MORE AND MORE PEOPLE EXPLORE DRY JANUARY AND SOBER OCTOBER – OR DECIDE TO TURN THEMSELVES INTO ZEBRAS.

