

LA VIE EN ZÉRO

0%

FOR FESTIVE OCCASIONS
WITHOUT ALCOHOL!

A BOOMING MARKET

Global social phenomenon (+10%/an) // European leaders in alcohol-free consumption.

18-25 age group over-represented at 45%

Reasons : Preference / Health / Diet / Belief / Fashion

TWO ALCOHOL-FREE WINES & SPARKLINGS IN LOCAL COLOURS

La Vie en Zéro is a range of alcohol-free wines and sparklings produced in the heart of the **Entre-Deux-Mers, Bordeaux**. Our Gironde winegrowers and our teams have worked hard to bring you these **delicious, elegant and modern** duos.

With 'La Vie en Zéro', you can enjoy a **festive and convivial** moment during a meal with friends, a party, or an after-work event with colleagues, but without the alcohol. **0 alcohol, 0 constraints** but **100% pleasure** and sharing ! A delicious aromatic profile, with the natural flavours of wine, perfect for those chill-out moments !



COMPLETE RANGE

Still and sparklings wines

LOW IN CALORIES

Half the calories of a beer

ALCOHOL-FREE WINE - 0%

Natural flavours & quality wine

PLEASURE & INDULGENCE

MODERN WORLD

RESPONSIBLE CONSUMPTION



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HOW IS THE ALCOHOL REMOVED ?

We use the vacuum distillation method :

The wine is heated, the alcohol is more volatile than the water and it evaporates. It is recovered in liquid form in a condenser. This evaporation is carried out under vacuum to reduce the boiling point of the alcohol and thus preserve the product's aromas and quality as much as possible.

A SUITABLE PACKAGING !

We chose an **elegant brand universe** to emphasize the quality of the product. We also sought to resonate with the new generation of consumers, while appealing to more discerning consumers. To stay in tune with **current trends**, we opted for transparency and lightness, without neglecting the regulatory aspects. Screwcap for every drinking moment.



TASTING NOTES



White - A pretty colour, pale and clean. Notes of citrus on the nose and palate. Its aromatic freshness makes it the ideal companion for appetisers !

Rosé - An elegant pale pink. Notes of blackcurrant and raspberry on the nose and palate. Its concentrated, delicious flavours make it the perfect accompaniment for your appetisers !



TASTING NOTES

White - With elegant blond highlights. On the nose and palate, aromas of white-fleshed fruit. With its light, refreshing bubbles, it's the perfect accompaniment to dinners with friends !



Rosé - Pastel pink colour. With its aromas of red berries and blackcurrants, enhanced by floral notes, this alcohol-free sparkling drink is the perfect combination of delicacy and lightness.



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