

Oh my Baie



*Feel the
Mediterranean
summer*

Oh my Baie

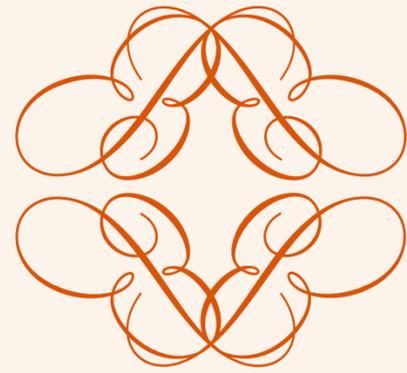
LE BLANC & LE ROSÉ 0.0%

Oh my Baie is a sophisticated, multi-award-winning, collection of alcohol-free French white and rosé, inspired by the vibrant spirit of the Mediterranean summer. A brand which uniquely connects the vineyard and the sea, creating memorable moments that embody the essence of sun-kissed days and convivial gatherings.

ohmybaie.com

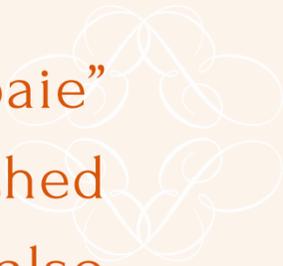


About



Oh my Baie plays with words and meanings: “baie” refers both to the grape berry and to a sun-drenched bay. “Oh” refers to the alcohol molecule while also evoking surprise, and “O” as in zero symbolises the absence of alcohol. “Oh my” is a playful reference to the founder’s British roots.

Oh my Baie is more than a non-alcoholic white and rosé, it’s a reflection of the mellow Mediterranean “art de vivre”, an escape to warm days at the beach, sun-kissed salty skin, gentle sea breeze, poolside chills, the sound of cicadas, sunset aperitifs, balmy starry-nights...



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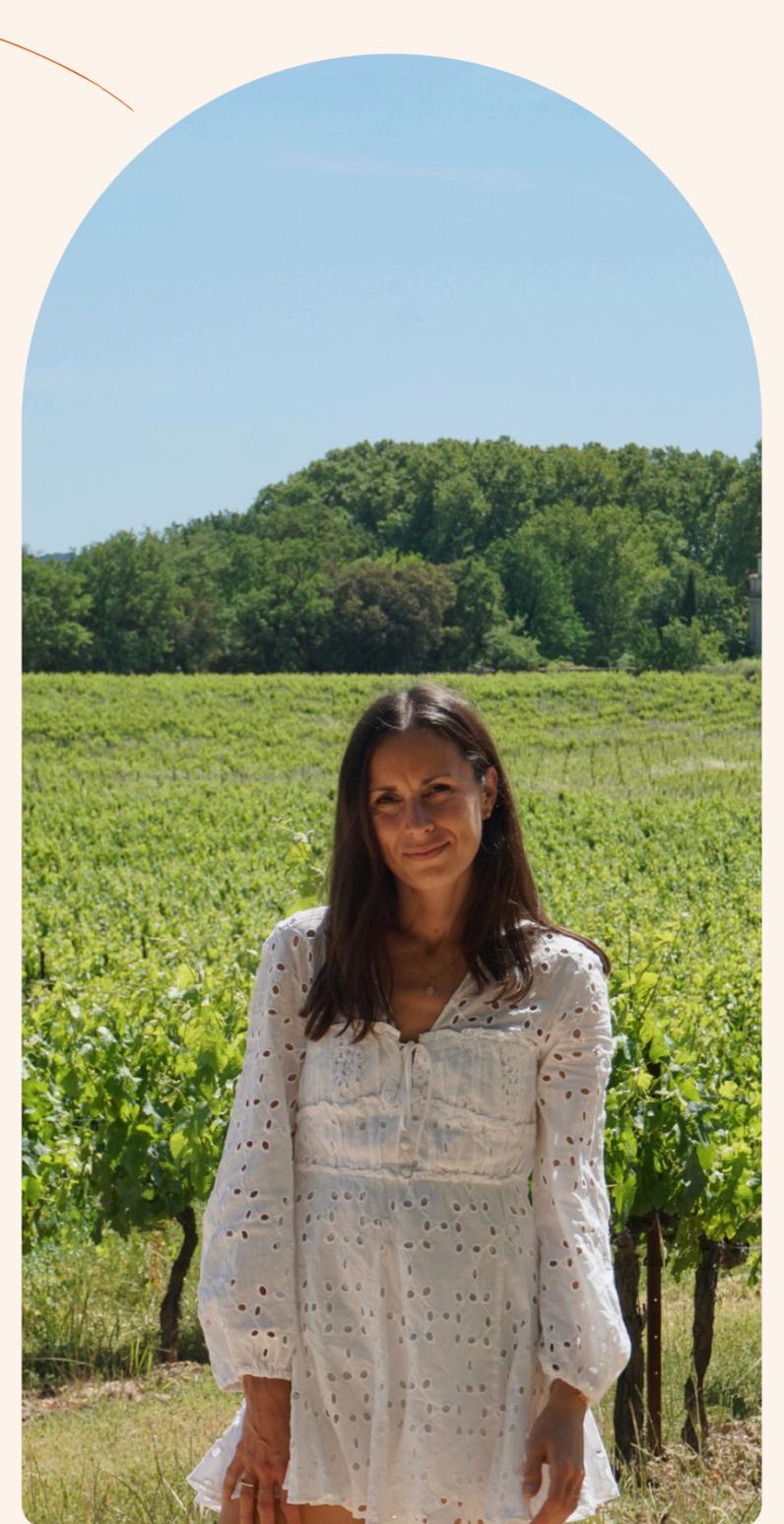
Story

It all started in the vineyard. As the daughter of a wine importer, Charlotte Burckhard was immersed in the world of wine from a young age. After a career in law and business, working in both the luxury hospitality and the wine industry, the idea of creating a sophisticated alcohol-free rosé came to her during her second pregnancy.

As a passionate wine lover who could no longer drink alcohol, she found herself missing the same conviviality with friends and family at dinner parties, weddings and other social gatherings.

Charlotte imagined Oh my Baie so that all those who, like her, do not drink alcohol, for whatever reason, could offer themselves an elegant alternative and enjoy the pleasure of wine and conviviality, without compromise.

Having grown up on the magical island of Ibiza, the Mediterranean sun has always flowed through her veins which is why she wanted to nourish the brand with endless summer energy.



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Le Rosé 0.0%



Oh my Baie ~ LE ROSÉ 0.0% is elaborated from an exceptional organic wine produced by a family-run château located in the north of Aix-en-Provence, where sustainability and preservation of biodiversity are core values.

Made from a blend of Syrah, Grenache, Marselan & Merlot, the wine is delicately de-alcoholised to 0.0% using a very low-temperature distillation process, which preserves its full aromatic richness.

Ingredients: organic de-alcoholised wine, organic rectified concentrated grape must, natural flavours, preservative: E242.

0.0%
ALCOHOL

LOW
SUGAR
(2g/100ml)

PRODUCT
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Tasting

Bright and radiant pale salmon hue.

Fruity nose with aromas of wild berries, delicate notes of vine peach, lychee and pomelo combined with subtle floral hints, such as rose petals.

A refined and well-balanced palate, with a long, crisp and refreshing finish.

Pairs well with Mediterranean olives, Greek salad, sea bream ceviche, tagliatelle primavera, seafood paella, fig tart, lemon and rosemary sorbet.

Oh my Baie is a warm invitation to alcohol-free mixology, featuring a selection of refreshing mocktails like Rosé Sangria, Rosé Frozé, Rosé Punch, Rosé Rosé Joséphine, and Rosé Spritz.



Le Blanc 0.0%

Oh my Baie ~ LE BLANC 0.0% is elaborated from a high quality white wine produced by a family estate next to Mèze, on the shores of the Étang de Thau. Certified HVE, the vineyard thrives between garrigue and lagoon, caressed by the sea breeze and the radiant Mediterranean sun.

Made from a blend of Chardonnay, Sauvignon Blanc, and Rolle, the wine is delicately de-alcoholised to 0.0% using a very low-temperature distillation process, which preserves its full aromatic richness.

Ingredients: de-alcoholised wine, organic rectified concentrated grape must, natural flavours, preservative: E242.

0.0%
ALCOHOL

LOW
SUGAR
(1,5g/100ml)

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Tasting

Bright and radiant pale yellow hue.

Notes of white fruit and citrus unfold alongside delicate herbal and floral nuances, such as jasmine and acacia, with a subtle hint of almond.

A refined and well-balanced palate, which reveals freshness, minerality, and an elegant crispness.

Pairs well with oysters, grilled lobster with saffron and lemon butter, sea bream carpaccio, roasted Mediterranean chicken, goat cheese, apple tart.

Oh my Baie is a warm invitation to alcohol-free mixology, featuring a selection of refreshing mocktails like white Sangria, Marquisette, Kir, Jacqueline and white Spritz.

Design

Oh my Baie's refined design is suitable for all occasions. The elegant bottle, with its slender neck and soft rounded curves, as well as the branded glass stopper, are 100% reusable, ideal for storing other liquids or as stylish decorative pieces.

The label is made with a qualitative textured paper that is water resistant, ideal for ice buckets. It's adorned with gold hot foil stamping and embossed varnish, creating an interplay of light and tactile depth.

Oh my Baie is proud to be the first non-alcoholic rosé and white on the market featuring a Vinolok™ glass stopper.

All non-alcoholic references are subtly incorporated into the packaging, creating a more inclusive social experience.



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Partners



EXPERIMENTAL*

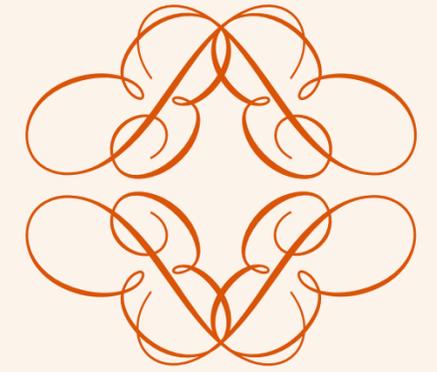




Let's connect

+33 (0)783 485 731

charlotte.burckhard@ohmybaie.com



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