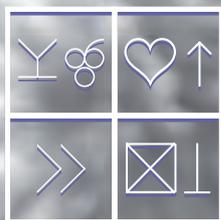


Excellence of Swiss wine
alcohol-free



la vigneronne
pleasure for everyone

« la vigneronne - pleasure for everyone »

The excellence of Swiss alcohol-free wine for everyone.

Switzerland's first winery exclusively dedicated to alcohol-free wine, "la vigneronne" is located in Perroy, In the heart of the La Côte vineyard, on the shores of Lake Geneva.

It produces Swiss alcohol-free wines that combine excellence, **elegance, and strong commitment to sustainability.**

Since April 2025, two initial cuvées certified **IP-SUISSE** ohave been launched :



VIP

Very Inclusive Pleasure

Chic, gourmet and refreshing rosé



LUX

Living Unique Xperiences

Elegant and festive sparkling rosé

Single-varietal and blended cuvées in white and red will follow soon to complete the range.

Our pillars of excellenceos piliers

1. Swiss origin and quality

- Wines made from Swiss grapes certified **IP-SUISSE** or **Bio-Suisse**
- Quality requirement at every stage: from vine to bottle

2. Premium & inclusive positioning

- Sleek design, screen-printed bottles
- New dealcoholisation method preserving aromas and vinosity
- A complete sensory experience: taste, texture, emotion

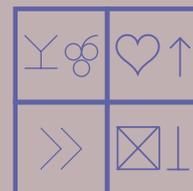
3. Pioneering and committed

- First Swiss winery exclusively dedicated to alcohol-free wine
- Ambition to enhance Swiss winegrowing through an innovative approach
- Creation in 2026 of a cutting-edge dealcoholisation facility for our own wines and service provision

A strong, universal, and inclusive identity

Our visual identity is inspired by the **Bliss ideographic language** ua universal writing system developed by Charles K. Bliss.

The logo of « **la vigneronne** » means : "Wine - Pleasure - For - Everyone" perfectly aligned with our mission.



A resolutely contemporary vision

« **la vigneronne** » iepresents a new chapter in Swiss wine: respectful of tradition, tradition, it embodies Swiss precision and rigour while being firmly future-focused and attentive to modern expectations.



Alcohol-free wine

For whom ?

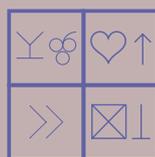
Flexi-drinkers
Those who moderate their alcohol intake without giving up pleasure, looking for quality alternatives.

Professionally active individuals
Preserve their cognitive abilities while enjoying social moments, such as a business lunch.

Wellness seekers
Ideal for a healthy lifestyle while still enjoying the refined flavours of wine.

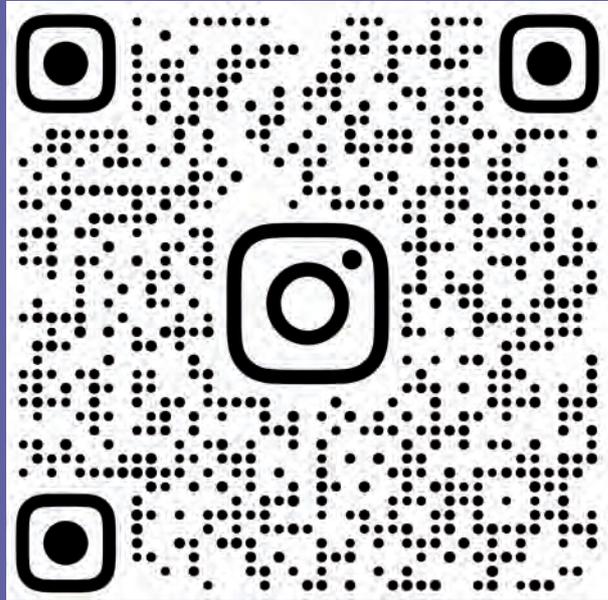
Abstainers, pregnant women, people undergoing treatment, athletes, and drivers
A safe and pleasant option for toasting on any occasion.

for everyone...



la vigneronne
pleasure for everyone

Follow us !



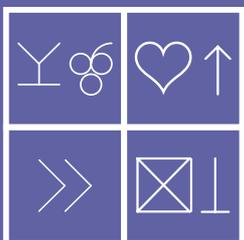
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Switzerland



Certified : ProCert



la vigneronne

pleasure for everyone