

# GIESEN 0%

# Sauvignon Blanc

## MARLBOROUGH



For almost four decades the Giesen brothers have created great wines that people around the world love.

Now they've created an alcohol-removed option so that everyone can enjoy, no matter the occasion.

Made from our premium, full-strength Marlborough Sauvignon Blanc, Giesen 0% keeps all the best qualities of Giesen Estate. It's aromatically expressive, crisp, and refreshing, with the varietal characteristics you know and love... only with the alcohol gently removed.

Winemaker: Duncan Shouler

### VINEYARD REGION | WAIRAU AND AWATERE VALLEYS, MARLBOROUGH

Fruit is chosen from these two renowned Marlborough Sauvignon Blanc regions to create an intense, expressive base wine.

### WINEMAKING

This wine was crafted to provide an alcohol-removed option that still exhibits typical Marlborough Sauvignon Blanc characteristics. We create premium, full-strength Marlborough Sauvignon Blanc, before using advanced spinning cone technology to gently remove first the aroma, and then the alcohol. The delicate aroma is collected and recombined with the wine to maintain its distinctive nose.

The final blend retains weight and mouthfeel with a small amount of Marlborough Sauvignon Blanc grape juice and natural yeast proteins to build texture, without adding sugar. This results in a dry, refreshing style of non-alcoholic wine with low calories.

### TASTE PROFILE

This alcohol-removed wine offers delicate aromas of fresh lime, redcurrant and lemon shortbread. Delicious citrus flavours followed by distinct blackcurrant and passionfruit notes define this premium Marlborough Sauvignon Blanc. The wine finishes crisp and dry, with a mouth-watering juicy brightness that leaves you reaching for a second sip. You'll find it light, fresh, and invigorating - perfect for enjoying at home, out with friends and family, or any time you'd prefer a glass of wine without the after-effects.

### WINE INFO:

**Alc/Vol:** Not more than 0.5% | **pH:** 3.2 | **TA:** 7.5 g/L | **Residual Sugar:** 13 g/L

### Food match

Our winemakers suggest pairing Giesen 0% - Marlborough Sauvignon Blanc with fresh seasonal salads or linguine with clams.

*Serve chilled on its own, in a glass  
poured over ice with fresh mint,  
with a slice of lime, or in a passionfruit  
and mint cooler. Dress your glass up or  
down to suit the occasion.*

Want to know more? Turn the page...



Giesen 0% contains not more than 0.5% alcohol/volume



Available on the iPhone  
**App Store**

THE NEXT GENERATION OF WINE EXPLORATION

# What do you mean 0% alcohol?!

*When we say 0%, we're not kidding. Giesen 0% wines contain not more than 0.5% alcohol/volume - less than what naturally occurs in most fruit juices. You're no more likely to feel woozy with one of these in your hand than you are with an orange juice. See for yourself!*

## **HOW DO YOU EVEN DO THAT?**

We want our non-alcoholic options to give you everything you'd expect from a premium Marlborough Sauvignon Blanc. So we go through the entire winemaking process, before we gently remove the alcohol.

Using innovative spinning cone technology popular in perfume-making, we separate the fragrance and alcohol from the wine while protecting the delicate aroma you know and love from Marlborough Sauvignon Blanc. This advanced form of distillation allows us to handle the wine gently, maintaining the integrity of our distinctive flavour palate and texture throughout the process.

Once the alcohol has been removed, we re-add the delicately distilled aroma and conduct vigorous taste-testing to ensure the final product has great mouth-feel and flavour. It's trickier than it sounds, but our award-winning Chief Winemaker Duncan Shouler has done the hard yards to make sure that drinking it will be easy.

Duncan and his team have a well-established record of creating excellent lighter-alcohol blends. Giesen Pure Light Sauvignon Blanc has garnered rave reviews, even being referred to as the "granddaddy" of lighter alcohol wines. Our ambition has been to up-the-ante from low to no-alcohol, to make sure all our consumers have the option of enjoying the hard work by our viticulture teams. They're the brains that make sure the berries used in our no-alcohol blend showcase all the flavours that make Marlborough Sauvignon Blanc so delicious.

## **BUT DOES IT REALLY TASTE LIKE WINE?**

By now, you've probably heard about some of the low and no-alcohol options sweeping into stores. You might have even tried some. And you've almost definitely encountered some faux wines or grape juices that taste too sweet, don't live up to the style of the varietal - or at the very least, taste nothing like what they're pretending to be.

The challenge in creating an alcohol-removed option is that traditionally, alcohol carries a lot of the flavour. Fortunately, our winemaking team are experts on getting that flavour just right - so we made it our mission to concoct an alcohol-free option that stays true to the best qualities of premium Marlborough Sauvignon Blanc.

Take a moment before you sip to admire the nose on this beauty. Smell that? Delicate aromas of fresh lime, redcurrant, and lemon shortbread. Swirl your glass and marvel that this unadulterated Marlborough scent arises from an alcohol-removed wine.

Take a sip. You'll find it light, fresh, and invigorating. Delicious citrus flavours followed by distinct blackcurrant and passionfruit notes define this premium Marlborough Sauvignon Blanc. The wine finishes crisp and dry, with a mouth-watering juicy brightness that leaves you reaching for a second sip. So yes, as far as is humanly possible, our team crafted a very drinkable drop, that actually does taste like wine, without the alcohol.

## **WAIT - DOES THIS MEAN IT'S HEALTHY?**

Aside from the benefits of no hangover, no dubious dance moves, and no impaired judgement (well, no more than usual!), you'll also notice Giesen 0% has super low calories.

At 10.6 calories per 125ml serve, a glass of Giesen 0% has 80% less calories per serve than a traditional 12.5% alc/vol Sauvignon Blanc, and 48% fewer grams of sugar per 125ml serving than it's closest non-alcoholic wine alternative. How's that for a bonus?!

## **BUT WHERE WOULD I DRINK IT?**

Well, where wouldn't you? Any time you'd like the feeling of having a glass of premium Marlborough Sauvignon Blanc, without the downsides, pour yourself a Giesen 0%. Enjoy a glass before you sober drive, when you've got training first thing the next morning, or you need to stay sharp to look after the kids.

Our winemakers love pairing our crisp Giesen 0% - Marlborough Sauvignon Blanc with a fresh garden salad, linguine with clams (or any seafood, really!), or strawberries with lemon juice and mint. Sometimes they even spice things up by serving a glass poured over ice with fresh mint, a slice of lime, or in a passionfruit and mint cooler. Dress your glass up or down to suit the occasion.

## **SO WHERE CAN I GET SOME?!**

Giesen 0% will soon be in leading stores. Think someone you know should stock it? Or maybe you're keen on placing an order yourself! Our Trade Representatives would love to hear from you; feel free to give us a call on +64 3 344 6270 and we'll make sure you (and your customers!) can make the choice to enjoy Giesen 0% as your delicious, guilt-free no-alcohol option.