



Kylie
MINOGUE

0% Alcohol
100% Fabulous

WHY KYLIE: A MODERN DAY ICON

A Global Pop Icon who has sold over 80M records worldwide and recently nominated for a Best Pop Dance Recording Grammy for Padam Padam, her 16th album

Kylie Minogue's 0% Sparkling Rosé Wine Alternative is the UK's largest premium non-Alcoholic sparkling wine since launching in 2022

WHY NOW: 'NOLO' SEGMENT IS GROWING

Currently accounts for over \$414M in the US and expected to grow by +28% volume CAGR 2021-2025 (IWSR 2021).

The non-alcoholic wine market is predicted to be worth \$10 billion globally by 2027 (Kantar 2021)

WHY KM 0%: INNOVATIVE PRODUCTION PROCESS

Kylie 0% Sparkling Rosé uses a unique fermentation that reduces sugars by up to 30%, generates no alcohol, yet delivers all the subtle flavors and characteristics of a traditionally fermented wine

Produced with organic premium European grapes and hand-picked green tea from the southwest mountains of China





0% SPARKLING ROSE

PRODUCTION PROCESS

- Unlike other non-alcoholic wine alternatives, Kylie 0% Sparkling Rosé is not produced with alcohol which is later removed
- Kylie 0% is triple filtered to ensure a clear and clean Sparkling Rosé alternative
- 24 Month shelf life

TASTING NOTES

- A refreshing, sparkling and finely balanced non-alcoholic drink with aromas of white flower and honeysuckle and notes of fresh strawberries and peaches. A complex, dry finish.
- Very fine bubbles with a pleasant mousse and crisp acidity that delivers a premium Prosecco experience

SUGGESTED SERVE

- Perfect on it's own or in your favorite Mocktail

NUTRITIONAL INFORMATION:

- 25 Calories per 4 oz Serving
- Vegan & Vegetarian



SRP: \$14.99

