



0% alcohol.
100% flavor.*



What is Giesen 0%?

Giesen 0% is the world's leading Premium range of alcohol removed wines including New Zealand Sauvignon Blanc, Pinot Grigio, Rosé, Riesling, Premium Red, and the newly released 0% Sparkling Brut.



Our 0% wines are grown and made in the same way as all our full strength wines but by using innovative technology. The alcohol is gently removed until there is no more than 0.5% alcohol/volume in the wine and only 19-33 calories per 5 oz serve.

The origins of Giesen 0% began with a company wellness challenge, which included reducing alcohol consumption company wide.

This was motivation for our winemaking team to embark on a journey to make the world's best 0% alcohol wines.



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100% flavor.

How we make it...

What does alcohol-removed mean?

To produce a high quality alcohol-free option, we go through the full winemaking process first before we remove the alcohol.

We keep it natural with no added sugars. Our 0% winemaking takes longer and costs us more, but it's worth it to be the **world's premium leader in making mindful wines for all occasions.**

The Process



Step 1. Premium Giesen blend wine is used as a base wine; this ensures the final wine has the aroma and flavors expected of the full strength equivalent.



Step 2. Through spinning cone technology, aroma is gently distilled from the wine, followed by alcohol, both collected and kept aside for final blend.



Step 3. Alcohol-removed wine, aroma liquor and a small amount of grape juice are added back.



Giesen is New Zealand's first winery to own its own spinning cone technology. This technology allows us to make a varietally expressive end product that gently preserves all the rich, aromatic flavors we love without the alcohol.

The final Giesen 0% wine contains less than 0.5% alcohol/volume and only 19-27 calories per 5 oz serve!!



0%* alcohol.
100% flavor.

For all
Occasions.

Every 0% wine is grown, harvested and fermented in the same way as every other wine we make.
We gently remove the alcohol to preserve all the flavor.

— Duncan Shouler, Chief Winemaker



NEW ZEALAND
Rosé

ONLY 19 CALORIES
LOW CALORIES
PER 5 OZ SERVE

This Rosé boasts delicious stone fruit aromas of white peach, apple, and fresh strawberries. Those apple and stone fruit notes linger on the palate alongside crisp cranberry flavors and a lively, refreshingly dry texture.

*80% Less Calories**



NEW ZEALAND
Premium Red

ONLY 27 CALORIES
LOW CALORIES
PER 5 OZ SERVE

Expect delicate aromas of crushed blackberry and wild herbs. Crushed red berries and plum offset by toasted oak on the palate combine to give a light and refreshing option with classic structure and fine, powdery tannins on the finish.

*70% Less Calories**



NEW ZEALAND
Sparkling Brut

ONLY 21 CALORIES
LOW CALORIES
PER 5 OZ SERVE

This Sparkling Brut features fresh lemon, grapefruit, and pear notes, making for an inviting fruit-driven aroma. A light, playful palate greets you with refreshing citrus and stonefruit, elevated by effervescence. Expect an all-occasion sparkling wine with a crisp, dry finish.

*70% Less Calories**

*Compared to a 12.5% Alc/Vol. wine



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100% flavor.

A Stylish range

Every 0% wine is grown, harvested and fermented in the same way as every other wine we make.

We gently remove the alcohol to preserve all the flavor.

— Duncan Shouler, Chief Winemaker



NEW ZEALAND Sauvignon Blanc

Where it all started. The global leader in Premium 0% alcohol wine. Expect delicate aromas of fresh lime, redcurrant and lemon shortbread. Delicious citrus flavors followed by distinct blackcurrant and passionfruit notes define this premium Sauvignon Blanc.

80% Less Calories*

ONLY 19 CALORIES
LOW CALORIES
PER 5 OZ SERVE



NEW ZEALAND Pinot Grigio

Pinot Grigio features delicate floral notes with white flowers, lychee, and red apple on the nose. The palate offers traditional Pinot Grigio characters of apple and pear with just a touch of muscat grape. Light, delicious, and balanced between acidity and sweetness.

70% Less Calories*

ONLY 27 CALORIES
LOW CALORIES
PER 5 OZ SERVE



NEW ZEALAND Riesling

This Riesling features notes of lime, citrus blossom and elderflower on the nose. The palate offers lively and refreshing Riesling characters, with zingy lime, ripe mandarin and delicious sweetness, all balanced by crisp acidity.

70% Less Calories**

Available Fall 2022

ONLY 33 CALORIES
LOW CALORIES
PER 5 OZ SERVE

*Compared to a 12.5% Alc./Vol. wine

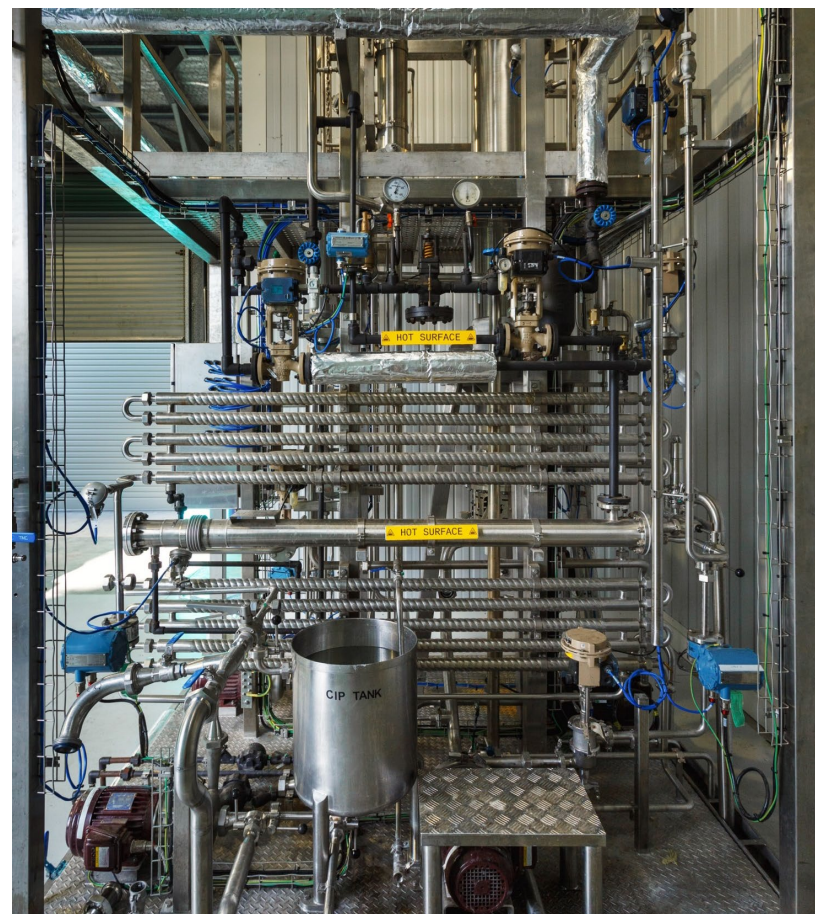
**Compared to our Giesen Estate Riesling 10.5% Alc./Vol.



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Spinning Cone Technology

- Giesen is the first New Zealand winery to purchase their own spinning cone – an investment of over a million dollars.
- The investment was made in 2023 to do increased demand for 0% juice, which allows the winery production capacity to increase tenfold!
- Spinning cone technology is a form of distillation that's popular in perfume making because it can handle delicate aromas with care.
- We use this innovative technology to craft our alcohol-removed Giesen 0% wine ranges, so we can keep as much of the beautiful, varietally-expressive aroma as possible.
- After taking away the alcohol and distilling out and collecting this aroma, we recombine it with the body of wine, to create a finished product with not more than 0.5% alcohol – about the same level as what naturally occurs in fruit juice!





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Elevating
the range...

Introducing...
Giesen 0% Sparkling Brut

GIESEN
0%
DEALCOHOLIZED
NEW ZEALAND
SPARKLING BRUT
25.4 fl. oz. (1.6pt) 1750ml

GIESEN
SAUVIGNON
BLANC
GIESEN
PINOT
GRIS
GIESEN
NEW ZEALAND
RIESLING
GIESEN
NEW ZEALAND
ROSE
GIESEN
NEW ZEALAND
PREMIUM RED

*Contains not more than 0.5% Alcohol/Volume.

@giesenwines | giesenwines.com

Newest Family Member *0% Sparkling Brut*

- ✓ NA wines are +17.12%*
- ✓ NA Sparkling wines are +1.81%*
- ✓ Only 21 calories per 5 oz. serving!

*U.S. Nielsen Latest 52 weeks, 05.05.23

SRP: \$19.99

UPC#: 637411001069

Bottle Specs: 11 in x 3.75 x 3.75

Case Specs: 12.3 x 11.6 x 15.5

**Pallet – 9 (cs/pallet) x 5 (layers/pallet)
= 45 cases per pallet**



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Did you know?

Our #1 consumer also drinks full strength and values quality, mindful choices.

The primary consumer of Giesen 0% wine is a current full strength wine drinker seeking moderation, balance and flavorful life choices on an occasion basis. 77% of no-alc consumers also buy alcoholic wine, beer, or spirits. They value quality wine with delicious flavors and balance – and so do we.



Giesen 0% Sauvignon Blanc is the #1 selling non-alcoholic wine in the U.S. over \$10.

Giesen 0% Rosé is the #2 selling non-alcoholic wine in the U.S. (Nielsen 26 wks, 10/20/22)

Of the top 30 selling non-alc. wines in the U.S. Giesen 0% has the highest dollar value per store.



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Current wine drinkers want 0%

66% percent of millennials are actively working to lower their alcohol intake. Almost half of drinkers surveyed are working to lower their alcohol intake. That's a lot of people! – *Nielsen IQ Panel*



Moderation & Mindful drinking

58% of no-and low-alc consumers still drink alcohol, but in moderation. 56% of millennials consider themselves “mindful drinkers.” – *Nielsen IQ Panel*



Consumers are Trading up

Non-alc. wine is up **22% over the last 52 weeks!** The average amount consumers are spending per non-alcohol bottle is up 18% over the last 52 weeks. Customers are “trading up.” – *Nielsen IQ Panel (06/22)*



Travel & hospitality Are on board

50% of travelers said they're likely to choose a non-alcoholic beverage over a beer or cocktail. **There's room to grow worldwide.** – *Hyatt Travel Pulse (10/21)*



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FAQ

How is it different from grape juice?

Giesen is the global premium leader in 0% wine

At Giesen Group, we make premium wine first before removing the alcohol. During the winemaking process, it's fermentation (*the process through which sugar converts to alcohol*) that 'unlocks' the flavor of wine. **The impact of fermentation distinguishes 0% wine from grape juice, creating the flavor profile and character that sets wine apart.**

Grape juice is also very sweet; because the grapes haven't been fermented, their sugar content is still present in the final product.

A Giesen 0% wine is fully fermented before the alcohol is removed, resulting in less sugar and much fewer calories than grape juice. This process gives Giesen 0% wines a dry, crisp taste reminiscent of full-strength wines.

Who is drinking 0% wines?

- Regular wine drinkers who want a 0% wine option to drink on occasions where they don't want the after-effects of alcohol.
- Anyone looking after their well-being, sober driving, cutting down on sugar, managing health, moderating, or those with a busy lifestyle.

And Why?

- People are looking for moderation in their lives.
- 77% of consumers are looking for a healthier lifestyle*.
- More than 50% of consumers took a break from drinking alcohol in 2019*.



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After beginning his marine biology studies in Scotland, he transferred to the University of Auckland for his final year only to stay in New Zealand and continue his education and completing a Masters in Winemaking.

While studying winemaking, Duncan worked and undertook research in Marlborough and for the following few years he gained winemaking experience throughout New Zealand including Martinborough and Central Otago, as well as completing vintages in Bordeaux and California.

A large portion of Duncan's winemaking career has focused on Pinot Noir. He loves the challenge of this fickle variety and its ability to express its origins so clearly, saying there's nothing quite like a great Pinot Noir!

Duncan started at Giesen in 2017 as Senior Winemaker, he assumed the role of Chief Winemaker in 2020 and with the growth of the winery and operations in Marlborough he has now taken on the role of Director of Winemaking.



DUNCAN SHOULER
Chief Winemaker