

# When Good Wine Goes Soft



Vignette Pinot Noir and Chardonnay

**B**illing itself as an “upscale gourmet beverage,” a new soft drink is poised to take the food and wine industry by storm with its use of premium California wine varietals, all natural ingredients and refreshing touch of fizz. This is no ordinary grape soda. Vignette Wine Country Soda is an all-natural, non-alcoholic, lightly carbonated soda sweetened only with the juice of Pinot Noir and Chardonnay grapes.

The Vignette concept came from the mind of Bay Area entrepreneur Pat Galvin. A former campaign manager and marketing executive with an MBA from UC Berkeley, Galvin developed a fascination with high-end sodas and noticed that no one was making use of the bumper crop of wine grapes in Northern California. Galvin researched and realized that an effervescent soda utilizing wine-country varietals that was targeted to adults did not exist.

“I created Vignette Wine Country Soda to be a gourmet soft drink for people of all ages to enjoy,” says Galvin. “The idea wasn’t to get more people interested in wine – I’m simply hoping



to offer people a better option in non-alcoholic beverages."

The crossover approach appears to be working. According to Galvin, the beverage has universal appeal.

"After pouring literally thousands of samples over the last year, I've been amazed at the overwhelmingly positive response from wine-lovers and non-drinkers alike," he says. "Interestingly, several of my best customers are Napa Valley wineries that offer Vignette as an alternative in their tasting rooms."

Vignette is not your father's grape soda. Bottled in single-serve portions with a



Vignette Pinot Noir

contemporary, vine-inspired label, the sodas serve as unique accompaniments to a meal, posing as the perfect foil to a savory duck entrée or the sweetest of chocolate confections. In an era where mixologists and sommeliers constantly search for the most unique pairings, Vignette offers distinct flavor profiles of the region's top varietal grapes without the alcohol.

It is this unique combination of an effervescent, wine-inspired beverage sans alcohol that makes Vignette Wine Country Soda not only fun to sip, but a delectable new indulgence that can be enjoyed every day. Like other sparklers, one would expect that the cool fizz would make a soothing accompaniment to spicy foods.

With all-natural ingredients, a lack of preservatives and no added sugar or coloring, Vignette also offers a healthier alternative for those looking to enjoy a gourmet soda but want to avoid the high-fructose corn syrup and preservatives of commercial soft drinks and sodas. Vignette also serves as a great wine alternative for mothers-to-be or those looking for a refreshing drink the day after a long night of festivities.

Galvin can't disclose sales numbers, but says that sales for the first year have been "very good" with even better sales growth anticipated in 2008. Vignette Wine Country Soda is now available at select restaurants and gourmet stores in California or can be ordered online at [www.hellodelicious.com](http://www.hellodelicious.com).

## For The Health Of It

One of the biggest myths surrounding alcohol-free wine is that it tastes too much like grape juice. While this may be true for some brands, there are other, high-end products such as Vignette and Carl Jung that use patented techniques to extract the alcohol without removing any of the distinctive flavors.

Another myth is that alcohol-free wines don't provide the same health benefits as their 12-percent compatriots. According to a study by the American Journal of Clinical Nutrition, removal of alcohol in red wine does not affect its health-giving properties. In fact, the alcohol may actually reduce the level of healthy benefits. According to a BBC report:

*"The study measured the amount of substances called catechins in blood plasma. These are thought to reduce the risk of cancer and heart disease. Volunteers were given either two glasses of normal red wine, or samples from which the alcohol had been removed.*

*They found no significant differences in the levels of catechins between alcohol drinkers and non-alcoholic counterparts. And concentrations of catechins in plasma dropped more swiftly if alcohol was consumed.*

*Catechins, also known as flavanoids, are*

*believed to be protective against both coronary heart disease and certain types of cancer. They can also be found in fresh fruit and vegetables. They are thought to work by working as antioxidants, which protect cells against 'free radicals,' molecules which can cause damage.*

*The flavanoids are also thought to improve immune function."*



Vignette Chardonnay

### ONLINE RESOURCES:

**Vignette Wine Country Soda**  
[www.winecountrysoda.com](http://www.winecountrysoda.com)

**Carl Jung Wines**  
[www.carljungwines.com](http://www.carljungwines.com)