

**softcrush**



rethinking  
drinking

**national sales**

mark kuspira  
403-874-7927  
mark@softcrush.ca

**national sales**  
monica buller  
778-892-0285  
monica@softcrush.ca

**british columbia**

dave henderson  
604-366-1835  
dave@softcrush.ca

**okanagan**  
amy hurlburt  
403.616.0222  
amyhurlie@outlook.com

**vancouver island, the gulf islands & sunshine coast**

sara park, coastal craft beverages  
250.818.6469  
sara@coastalcraft.ca

**vancouver island, the gulf islands & sunshine coast**

cam duke, coastal craft beverages  
250.812.4779  
cam@coastalcraft.ca

AB SKU	BC SKU	Description	Region	% alc	Wholesale	Unit Size	Pack Si	BC stock
<b>WINE</b>								
<b>Benjamin Bridge, Nova Scotia, Canada</b>								
<u>857955</u>	W17720	<i>Piquette Zero</i>	Gaspereau Valley, Nova Scotia	0.0%	\$3.41	250	24	in stock
<u>892286</u>	W1877	<i>Pink Piquette Zero</i>	Gaspereau Valley, Nova Scotia	0.0%	\$3.41	250	24	in stock
<b>Bibi, Toronto, Ontario</b>								
<u>882226</u>	W18995	<i>Bibi Bittersweet Aperitivo</i>	Toronto, Ontario	0.0%	\$1.56	237	6x4	in stock
<b>Brochet Zero, Loire Valley, France</b>								
					certified organic			
<u>878063</u>	W18997	<i>Sauvignon Blanc</i>	Loire Valley, France	0.0%	\$13.64	750	6	ETA 2024
<b>Colibri, Italy NEW!</b>								
					sustainably farmed			
895572	W	<i>Colibri Spumante White</i>	Italy	0.0%	\$15.99	750	6	ETA Dec
895575	W	<i>Colibri Spumante Rosé</i>	Italy	0.0%	\$15.99	750	6	ETA Dec
<b>Domaine la Colombette, Béziers, France</b>								
					certified sustainable			
<u>874729</u>	W19089	<i>Chardonnay 2021</i>	Béziers, France	0.0%	\$13.64	750	12	in stock
<u>874730</u>	W19090	<i>Cabernet Sauvignon 2021</i>	Béziers, France	0.0%	\$13.64	750	12	ETA 2024
<b>Lautus De-Alcoholised Wines, South Africa</b>								
					vegan			
<u>891653</u>	W19626	<i>Sauvignon Blanc Can</i>	South Africa	0.5%	\$5.99	250	6x4	in stock
<u>891658</u>	W19627	<i>Rosé Can</i>	South Africa	0.5%	\$5.99	250	6x4	in stock
<u>891651</u>	W19625	<i>Savvy Red Blend Can</i>	South Africa	0.5%	\$5.99	250	6x4	in stock
<u>869185</u>	W18646	<i>Sauvignon Blanc</i>	South Africa	0.5%	\$16.78	750	12	in stock
<u>889513</u>	W19457	<i>Chardonnay</i>	South Africa	0.5%	\$16.78	750	12	in stock
<u>869654</u>	W18649	<i>Rosé</i>	South Africa	0.5%	\$16.78	750	12	in stock
<u>869655</u>	W18650	<i>Red Blend</i>	South Africa	0.5%	\$16.78	750	12	in stock
<b>Leitz Einz-Zwei-Zero, Germany</b>								
<u>858591</u>	W17918	<i>Sparkling Riesling Can</i>	Rheingau, Germany	0.0%	\$3.65	250	24	in stock
<u>858601</u>	W17921	<i>Sparkling Rosé Can</i>	Rheingau, Germany	0.0%	\$3.65	250	24	in stock
<u>881153</u>	W19027	<i>Pinot Noir Can</i>	Rheingau, Germany	0.5%	\$3.65	250	24	in stock
<u>858587</u>	W17917	<i>Sparkling Riesling</i>	Rheingau, Germany	0.0%	\$13.64	750	12	in stock
<u>858600</u>	W17920	<i>Sparkling Rosé</i>	Rheingau, Germany	0.0%	\$13.64	750	12	in stock
<u>858585</u>	W17916	<i>Riesling</i>	Rheingau, Germany	0.0%	\$11.54	750	12	in stock
<u>858596</u>	W17919	<i>Rosé</i>	Rheingau, Germany	0.0%	\$11.54	750	12	ETA Dec
<u>858606</u>	W17922	<i>Pinot Noir</i>	Rheingau, Germany	0.5%	\$11.54	750	12	in stock
<b>Noughty, UK</b>								
					ng wines are certified organic, vegan, halal			
<u>847599</u>	W17397	<i>Sparkling Chardonnay</i>	La Mancha, Spain	0.0%	\$15.74	750	6	ETA Dec
<u>848626</u>	W17462	<i>Sparkling Rosé</i>	La Mancha, Spain	0.0%	\$15.74	750	6	ETA Dec
<u>884989</u>	W19608	<i>Blanc</i>	Western Cape, South Africa	0.5%	\$18.89	750	6	in stock
<u>884990</u>	W19609	<i>Rosé</i>	Darling, South Africa	0.5%	\$18.89	750	6	in stock
<u>868889</u>	W18949	<i>Rouge - Syrah</i>	Darling, South Africa	0.5%	\$18.89	750	6	ETA Dec
<b>Oddbird, Sweden</b>								
					now \$10.99	last chance!		
<u>847631</u>	W17465	<i>Sparkling Rosé</i>	Languedoc-Rousillon, France	0.0%	\$15.74	750	6	in stock
<b>SPIRITS + APERITIF</b>								
<b>Undone, Hamburg, Germany</b>								
<u>847632</u>	W17698	<i>Not Gin</i>	Hamburg, Germany	0.3%	\$24.14	700	6	ETA 2024
<u>847633</u>	W17699	<i>Not Rum</i>	Hamburg, Germany	0.3%	\$24.14	700	6	in stock
<u>847634</u>	W17700	<i>Not Orange Bitter</i>	Hamburg, Germany	0.3%	\$24.14	700	6	ETA 2024
<u>847635</u>	W17701	<i>Not Vermouth</i>	Hamburg, Germany	0.3%	\$24.14	700	6	in stock
<u>847636</u>	W17702	<i>Not Red Vermouth</i>	Hamburg, Germany	0.3%	\$24.14	700	6	in stock
<u>871707</u>	W18732	<i>Not Whiskey</i>	Hamburg, Germany	0.3%	\$24.14	700	6	in stock
<u>871708</u>	W18733	<i>Not Mezcal</i>	Hamburg, Germany	0.3%	\$24.14	700	6	in stock



**BENJAMIN BRIDGE**



*"In a 2021 survey by Statistics Canada, around one in five Canadians said they've been drinking less than they did pre-pandemic, and among those aged 15 to 29, one third had decreased their consumption."*

– CBC News Business (Dec 18, 2022)

Spanning the heart of the Nova Scotia's Gaspereau Valley, lies Benjamin Bridge, a farm winery with an uncompromising commitment to crafting delicious, innovative, sustainable wines. Over two short decades, they have distinguished themselves as a trailblazer of region-defining wines: from their world-class traditional method sparkling wines to Nova Scotia's iconic wine, Nova 7, to their innovative low-to-no alcohol wine alternatives.

**Producer Website:** benjaminbridge.com **Instagram:** @benjaminbridge

### trailblazing non-alcoholic beverages

Several years ago, the Benjamin Bridge team witnessed a gap in the market for well-crafted low-to-no alcohol wine options that did not compromise on taste. They forecasted an increasing demand for ways to participate in the shared pleasure of drinking wine without the alcohol, whether for moderation, preference, or abstinence reasons.

### how it's made

Instead of relying upon the forceful removal of alcohol, their winemakers tapped into the knowledge gained from making their artisan light wine refreshers: Piquette and Pink Piquette, which feature a naturally reduced alcohol content without compromising on quality or aromatics. With strong insights into the power of grape skins in providing the structure and aromatics in these low-alcohol wines, they applied these principles in making our new alcohol-free options.

### winemaker's comments

"As aspirational leaders in the small world of ultra-premium Canadian wines, we see a niche opportunity at the intersection of alcohol-free and artisanal wine making. We believe that our skillset in crafting terroir-driven wines is positioning us to offer an alcohol-free experience that is both unmatched and presently non-existent."

– Head Winemaker Jean- Benoit Deslauriers

*"For Nova Scotian wine wizards, Benjamin Bridge, creating extraordinary sensory experiences connected to a sense of place is at the heart of everything they do."*



### Piquette Zero

AB +857955 BC W17720

Wholesale \$3.41/can Pack Size 24x250ml

Region Nova Scotia Alcohol 0%

Scintillating golden sapphire colour with a blond hue. The nose is vibrantly aromatic, with zesty suggestions of bergamot, key lime, yuzu, blood orange peel and lemon preserve. The palate is equally vivacious and channeling a citrus grove, yet combined with delicate fruit bitter undertones and the balancing texture of tart cherries. Not identical to wine, this new sensory experience is to be discovered for its own unique deliciousness.



### Pink Piquette Zero

AB +892286 BC W1877

Wholesale \$3.41/can Pack Size 6(4x200ml)

Region Nova Scotia Alcohol 0%

Luminous salmon colour with a rose hue. The nose is a meadow-like medley of floral and botanical notes brightened with zesty citrus undertones. The palate has suggestions of freshly cut herbs and grapefruit rind for an exhilarating sense of freshness.

new!

# DOMAINE LA COLOMBETTE



A family estate for 4 generations, La Colombette is located at the gates of Béziers in the Languedoc, facing the Mediterranean Sea. For more than 30 years, François Pugibet and son Vincent have been recognized for the quality of their wines and their innovations. Today, Vincent is focusing on the development of new resistant grape varieties that allow for pesticide-free viticulture.

**Producer Website:** [lacolombette.fr](http://lacolombette.fr) **Instagram:** @lacolombette

## alcohol-removed wine from the South of France

François Pugibet has always been a rebel. Given the nickname "The Devil of Chardonnay" at a competition where his wines beat out the greatest Burgundies, he has been a pioneer in the Languedoc for 50 years. His son Vincent shares his spirit of innovation, and together, in defiance of considerable conservatism in the sector, they seek to return to the origins of winemaking and to offer more approachable and balanced wines that are low in or without alcohol.

### how it's made

Night-time harvesting, pressing with juice selection, must clarification at low temperatures, fermentation at 16°-17°C in stainless steel tanks, light before the base wine it is moved on to a state-of-the-art dealcoholization process.

Using proprietary technology, the winery delicately removes the alcohol molecules from the base wine and bottles it soon after. When they're done, all that's left is the beautiful collection of flavours and aromas from their wine, just without the alcohol.

### certified sustainable

practicing pesticide-free viticulture



## La Colombette Chardonnay 2021

AB + 874729 BC W19089  
Wholesale \$13.64/bottle  
Pack Size 12x750ml  
Region Béziers, France  
Varietal Chardonnay Alcohol 0%

This alcohol-removed Chardonnay is fruit-driven in style, exhibiting ripe peach with underlying citrus and fig characters. On the palate, these flavours are enhanced by gingery and grassy spices, and a bright acid backbone ending with a flinty mineral thread.

Colombette  
[Latin]:  
dove



## La Colombette Cabernet Sauvignon

AB +874730 BC W19090  
Wholesale \$13.64/bottle  
Pack Size 12x750ml  
Region Béziers, France  
Varietal Cabernet Sauvignon Alcohol 0%

Black plum and marzipan aromas make for an intriguing nose. It's generous, with a velvety texture, gentle tannins and refreshing acidity. Flavours of tart blackberries, cassis, licorice and brambles abound. Each sip reveals fruit-forward dark black fruits graced with touches of rosemary, violets and thyme, culminating in a delightfully juicy finish.

# BROCHET ZERO

## Organic Sauvignon Blanc from the Loire Valley

Brochet is a pioneer in the region, known for modernizing and elevating the wines of the area while remaining faithful to the natural expression of the traditional grape varieties. In the spirit of innovation, their exciting new zero alcohol wine is made to the same high standards as the rest.

**Producer Website:** [ampelidae.com](http://ampelidae.com) **Instagram:** [@ampelidawines](https://www.instagram.com/ampelidawines)

### about the producer

Brochet Zero is named for French researcher and acclaimed winemaker Frederic Brochet, founder of Ampelidæ near Vienne in the Southern Loire. Frédéric Brochet created Ampelidæ in 1995 in his family's winery in Marigny-Brizay. Right from the beginnings, the desire was there to join to combine organic viticulture with cutting edge science in the wine-making process. This ambition continues to form the backbone of Ampelidæ : the mastery of natural methods combined with new technologies for the utmost precision winemaking.

### a pioneer of organic winemaking in the Loire Valley

In France, innovations in the field of wine are often frowned upon. And maybe that's why talking about such a non-alcoholic drink seems almost sacrilege to some. However, Gilles de la Bollardiere, technical director at the Ampelidæ estate saw a demand and set out to create a zero alcohol wine worthy of the name of the winery's founder, Frederic Brochet. Brochet, incidentally is French for pike, hence the playful label design.

### how it's made

An organic dealcoholized Sauvignon Blanc, but not de-aromatized. It took 3 years of experimenting, but at last the formula has been perfected. The low-acid base wine was dealcoholized under vacuum at very low heat under pressure in the centrifuge. The distinctive aromas of Loire Valley Sauvignon Blanc are thus preserved, and thanks to a secret recipe that includes contact with the wine must, the body and structure of the wine is also intact.



### Brochet Zero Sauvignon Blanc

AB +878063 BC W18997

Wholesale \$13.64/bottle

Pack Size 6x750ml

Region Loire, France

Varietal Sauvignon Blanc Alcohol 0%

Elegance and finesse are the characteristics of this wine, with typical Sauvignon Blanc notes of fresh citrus and white flowers. Fresh and wonderfully fruity on the palate with an exciting abundance of aromas of peach, lemon and grapefruit. Organic, vegan and zero alcohol.

## Brochet

[Latin]: pike

(also the name of winery  
founder Frederic  
Brochet)



Organic Alcohol Free Sauvignon Blanc

### certified organic



*"Being organic is as much a work philosophy as a life philosophy. It means consistently seeking to understand our environment, to reduce or repair our impact on nature and to reject the use of all chemicals whose impact is sometimes not known until years to come."*

# CØLIBRI

Free to fly - the freedom to choose with or without alcohol  
Colibri offers more than just an alternative to alcohol. It provides high-quality wines that will set people free from society's drinking norms. The magic begins in the vineyards. Organically grown and a sustainable environmental approach, our wines are developed with care and gentleness from the highest quality grapes from our best sites.

**Producer Website:** colibrizero.com **Instagram:** @colibri\_ff

## we remove alcohol not flavour

Thanks to our unique technology that allows us to gently take away the alcohol from the wine without compromising the final result in terms of structure and aromas. Our team of oenologists counts many years of experience in the dealcoholization process and commits to continue improving the quality of our wines through innovative ideas and constant research.

## low intervention production

gives us the most satisfaction and the finest results. This allows us to maintain and express in the wine the natural characteristics of the grape varieties as well as the territory where we produce them. All our wines are spontaneously fermented in stainless steel tanks and they are then removed from alcohol through a gentle membrane dealcoholization technology that doesn't alter the quality of the wines and preserves their original colour, structure and aromas. Thanks to that we don't need to add to our wines any artificial colours or flavours.

## the vineyards

Our passion and devotion to conservative and environmentally conscious viticulture are the basis of our production philosophy. We cultivate our vineyards following the organic certification regime and with a particular focus on some fundamental techniques for supporting a more sustainable environmental approach, such as green manure, or the use of beneficial insects for enhancing biodiversity, as well as the use of solar panels for the cellar energy supply.



## Cølibri Spumante

**AB** +895572 **BC W**  
**Wholesale** \$15.99/bottle  
**Pack Size** 6x750ml  
**Region** Italy  
**Varietal** 100% Glera **Alcohol** 0%

Elegant pale straw yellow colour. on the nose, it reveals scents of fruity aromas of sliced and crisp green apples and white flowers. On the palate, you can taste juicy white fruits together with the vibrant acidity that well balance the sweetness.

Premium  
alcohol-free wine  
100% made with love  
in Italy

## Cølibri Spumante Rosé

**AB** + 895575 **BC W**  
**Wholesale** \$15.99/bottle  
**Pack Size** 6x750ml  
**Region** Italy  
**Varietal** Glera & Merlot **Alcohol** 0%



Beautiful coral pink colour. On the nose, it reveals scents of small red berries, honey and apple. Crisp palate with citrus character mixed with cranberries and raspberries. Good texture from the bubbles, and pleasant acidity that brings freshness and a firm finish.



## The light & refreshing aperitivo

BIBI Sparkling Beverages is immersed in the Italian food culture scene, welcoming new fans into the category by offering a lighter, fresher, slightly more citrusy twist in a trendy, attractive cocktail-mixer-sized can format. Perfect on it's own or as a cocktail mixer.

**Producer Website:** brandfusion.ca **Instagram:** @bibisparklingitalian

### origin story

Like many North American sodas, Italian sodas began as medicinal elixirs that evolved to become recreational, subbing into golden hour as a soft replacement for classic aperitivo cocktails, with distinctive aromatics and flavours derived from botanical extracts.

### how it's made

Made with premium all natural flavours sourced from a hundred year old artisanal flavour house in Italy that produces the world's best selling chinotto sodas. Made with cane sugar, not with the more common glucose fructose used in many bitter sodas



### Bibi Bittersweet Aperitivo

AB +882226 BC W18995

Wholesale \$1.56/can

Pack Size 6(4x237ml)

Region Toronto, Ontario Alcohol 0%

A classic 'rosso-amaro' red, blood orange infusion of bittersweet herbs, spices & selected roots with a fresh, brighter citrusy twist. Less syrupy-sweet than typical rosso-amaro bitters, no preservatives, no artificial colours, and only 70 calories per can. Perfect on its own or as a cocktail mixer (with or without alcohol).

100%  
Natural  
no artificial colours,  
flavours or  
preservatives



**4** pk **CUBE carton** to increase on-shelf brand presence, brand story narrative and 'retail ring'

**8** oz **single serve cans** - perfect to drink on their own as a non alc. cocktail, or for use as cocktail mixers

**B** **IBI recipe** designed to reflect can size & drinking experience - a balance between a mixer and a craft soda



These delicious wines from Holder Vineyards & Wines in South Africa are the result of a quest to produce a non-alcoholic wine that would portray the beautiful complexity, elegance and finesse of a premium wine. As with all wine, the true heroes are the vineyards. By using selected sites that produce wines of high aromatic complexity and balance, they have produced a truly exceptional wine experience.

**Producer Website:** [www.drinklautus.com](http://www.drinklautus.com) **Instagram:** @drinklautus

### how it's made

The alcohol is removed via spinning cone technology at low temperature under vacuum. The initial phase is to first remove the flavour, set aside. Then the alcohol is removed and once done we can take the flavour back to the de-alcoholised wine. There is a significant volume loss during processing, a portion of the alcohol water is then again put through the process to extract the water. And added back. This helps to fill out the palate and balance acidity. Normal winemaking practices are followed from here in preparation for bottling.

### press

as seen in The New York Times

South African Wine Without the Buzz

*"Like most of the more palatable products in the category it starts with real, well-made wine..."*



### Lautus Chardonnay

AB +889513 BC W19457  
**Wholesale** \$16.78 **Pack Size** 12x750ml  
**Region** South Africa **Varietal** Chardonnay  
**Alcohol** 0.5%

Light pale straw in colour, showcasing pure aromas of summer fruit and citrus. Leaning more towards Kumquat and orange. Spicy undertones from light oaking. The fine tannin underpins the fresh acidity.



### Lautus Sauvignon Blanc

AB SKU bottle +869185 can + 891653  
 BC SKU bottle W18646 can W19626  
**Price bottle** \$16.78 **can** \$5.99

**Pack Size bottle** 12x750ml **can** 24x250ml

**Region** South Africa

**Varietal** Sauvignon Blanc **Alcohol** 0.5%

Pure aromas of gooseberry, capsicum and citrus. The elegant palate is underpinned by sumptuous tropical fruit and lime flavours, finishing with a fresh acidity and lingering aftertaste.



### Lautus Rosé

AB SKU bottle +869654 can + 891658  
 BC SKU bottle W18649 can W19627  
**Price bottle** \$16.78 **can** \$5.99

**Pack Size bottle** 12x750ml **can** 24x250ml

**Region** South Africa

**Varietal** Pinotage & Muscat **Alcohol** 0.5%

Aromas of sweet red berry fruit with floral notes. The elegant palate shows a touch of sweetness, finishing fresh with the well-balanced acidity.



### Lautus Red Blend

AB SKU bottle +869654 can + 891658  
 BC SKU bottle W18650 can W19625  
**Price bottle** \$16.78 **can** \$5.99

**Pack Size bottle** 12x750ml **can** 24x250ml

**Region** South Africa

**Varietal** Shiraz, Cabernet Sauvignon & Pinotage  
**Alcohol** 0.5%

Pure red and black berry fruit flavours, with a touch of oak. The elegant palate is underpinned by fine tannin and juicy yet subtle fruit.





winegrowers  
since 1744

Made with the same grapes and care that go into the Leitz award-winning “regular” Rieslings and Pinot Noirs, the fully fermented wines then are gently de-alcoholised through a low temperature vacuum distillation process. The low temperatures mean that the alcohol can be removed without losing the important natural aromas and remarkable properties of the terroir.

**Producer Website:** [www.leitz-wein.de](http://www.leitz-wein.de) **Instagram:** @einszweizero

**Eins-Zwei-Zero Sparkling Riesling**



**AB bottle** +858587 **can** +858591  
**BC bottle** W17917 **can** W17918  
**Wholesale bottle** \$13.64 **can** \$3.65  
**Pack Size bottle** 12x750ml **can** 24x250ml  
**Region** Germany **Varietal** Riesling  
**Alcohol** 0%

A fine interplay of crisp apples and fine bubbles with well-integrated acidity and a long-lasting freshness. It is ideal as an aperitif and shines all year round as an alcohol-free companion for every festive occasion.

**Eins-Zwei-Zero Riesling**



**AB** +858585 **BC** W17916  
**Wholesale** \$11.54 **Pack Size:** 12x750ml  
**Region** Germany **Varietal** Riesling  
**Alcohol:** 0%

Clean and fresh with notes of lime and citrus; surprisingly rhubarb and a little hint of red apples on an underlying mineral base. The finish is dry and relatively long.

**Eins-Zwei-Zero Rosé**



**AB** +858596 **BC** W17919  
**Wholesale** \$11.54 **Pack Size:** 12x750ml  
**Region** Germany  
**Varietals** Merlot, Portugieser, Pinot Noir  
**Alcohol:** 0%

An original character that is clean and fresh with notes of pale strawberries, raspberry and citrus; slight hints of fresh grapefruit and an underlying mineral base. The finish is dry and relatively long.

**Eins-Zwei-Zero Sparkling Rosé**



**AB bottle** + 858600 **can** +858601  
**BC bottle** W17920 **can** W17921  
**Wholesale bottle** \$13.64 **can** \$3.65  
**Pack Size bottle** 12x750ml **can** 24x250ml  
**Region** Germany  
**Varietals** Merlot, Portugieser, Pinot Noir  
**Alcohol** 0%

A refreshing sparkler that exudes cool, red fruits and lean minerality. With its invigorating perlage it instantly brings upon that summer feeling. In addition to the notes of rose hips and sky berries, often present in rosé, this rosé variation conveys a remarkable freshness giving it incredible versatility.

**Zero-Point-Five Pinot Noir**



**AB bottle** +858606 **can** +881153  
**BC bottle** W17922 **can** W19027  
**Wholesale bottle** \$11.54 **can** \$3.65  
**PackSize bottle** 12x750ml **can** 24x250ml  
**Region** Germany **Varietal** Pinot Noir  
**Alcohol** 0.5%

Intense red berry fruit rises from the glass and offers juicy cherry aromas on the palate. A very harmonious red wine alternative with nuances of currants that does not immediately reveal that 99.5% of the alcohol is missing!

*20 Of The Best Non-Alcoholic Drinks Perfect For Dry January*

**VOGUE**

# NOUGHTY



Beautifully crafted, vegan alcohol-free wines that have taken the drinks industry by storm. Noughty is fast becoming not only the by-word in top quality alcohol-free sparkling but alcohol-free wine full stop. Vegan. Halal. Low-calorie.

**Producer Website:** [noughtyaf.com](http://noughtyaf.com) **Instagram:** [@noughtyaf](https://www.instagram.com/noughtyaf)



## Noughty Sparkling Chardonnay

**AB** +847599 **BC** W17397  
**Wholesale Price** \$15.74 **Pack Size** 6x750ml  
**Region** La Mancha, Spain  
**Varietal** 100% Chardonnay **Alcohol** 0%

Beautifully crafted organic, vegan, Halal alcohol-free sparkling Chardonnay that has taken the drinks industry by storm. Elegant pale colour with a crisp and ripe apple scent accompanied by a touch of sweetness.



## Noughty Sparkling Rosé

**AB** +848626 **BC** W17462  
**Wholesale Price** \$15.74 **Pack Size** 6x750ml  
**Region** La Mancha, Spain  
**Varietal** 100% Tempranillo **Alcohol** 0%

Beautiful classic rosé in colour with a scent of freshly picked berries. The balance between sweetness and acidity is in perfect harmony.



## Noughty Blanc

**AB** +884989 **BC** W19608  
**Wholesale Price** \$18.89 **Pack Size** 6x750ml  
**Region** Western Cape, South Africa  
**Varietal** 55% Chenin Blanc, 45% Chardonnay  
**Alcohol** 0.5%

Notes of yellow apple, lime and chamomile are present on the nose, with aromas of honeysuckle, citrus fruit and jasmine on the palate. Elegant balance of acidity and fruitiness.



## Noughty Rosé

**AB** +884990 **BC** W19609  
**Wholesale Price** \$18.89 **Pack Size** 6x750ml  
**Region** Western Cape, South Africa  
**Varietal** 98% Chenin Blanc / 2% Pinotage  
**Alcohol** 0.5%

This is an elegant Provence style rosé with fresh summer berries, giving way to fresh apricot aromas and a balanced palate with a gently lingering finish.



## Noughty Rouge

**AB** +868889 **BC** W18949  
**Wholesale Price** \$18.89 **Pack Size** 6x750ml  
**Region** Western Cape, South Africa  
**Varietal** 100% Syrah **Alcohol** 0.5%

Deliciously well-balanced red wine that is deep ruby red in colour with hints of ripe red fruit, crushed black pepper, dried rose petal and candied cherries integrated with French oak tannins.

*"It is, hands down, the best alcohol-free sparkling wine I have ever tasted, and one of the best alcohol-free wines I've tasted overall."*

*Jancis Robinson*

*"A true sparkling Chardonnay... Noughty feels much more like an adult celebratory drink."*

**WINEENTHUSIAST**

# ODD BIRD

LIBERATED FROM ALCOHOL

Oddbird creates world-class wines, liberated from alcohol, using traditional methods combined with cutting edge innovation. They work with select vineyards in France and Italy and ferment and mature all their wines up to 12 months before gently liberating the wine from alcohol. Experience the flavour of no compromise.

**Producer Website:** [oddbird.com](http://oddbird.com)    **Instagram:** [@oddbird](https://www.instagram.com/oddbird)

## about the producer

Oddbird was founded in 2013 in Gothenburg, Sweden by Moa Gürbüz. Moa has worked for over two decades as a social worker and family therapist specializing in alcohol related family issues. She founded Oddbird to change the alcohol norms of society. She wanted the question "Do you want your wine with or without alcohol?" to be as common as "Do you want your coffee with or without milk?".

## how it's made

Oddbird wines are completely liberated from alcohol using a unique, patented method that preserves the wine's flavours and aromas – just as nature intended. No additives and no artificial colours or aromas.

The grape varieties used in Oddbird wines are chosen with a purpose: to ensure a distinct taste. But all grapes are not created equal, which is why they take care to select the best grapes from the best vineyards from the best regions. And they make sure that the grapes are picked at the right level of maturity. Oddbird wine is aged according to tradition – in barrels – up to a year, so that it can reach its full potential and desired characteristics.



## Oddbird Sparkling Rosé

**AB** +847631    **BC** W17462

**Wholesale** \$15.74    **Pack Size** 6x750ml

**Region** Languedoc-Roussillon, France

**Varietal** Chardonnay, Pinot Noir    **Alcohol** 0%

A well-balanced blend of Chardonnay and Pinot Noir from the Languedoc-Roussillon region of France with hints of summer berries and citrus.



With UNDONE you can now enjoy the taste of your favourite cocktails without the side effects of alcohol! Drink what you want, when you want. Go out, have fun, meet your friends, enjoy that time to the fullest. And if you want to experience it without alcohol, UNDONE might be your alternative for an unforgettable evening.

**Producer Website:** [itsundone.com](http://itsundone.com)    **Instagram:** [@itsundone](https://www.instagram.com/itsundone)



### No.1 Not Rum

AB +847633 BC W17699  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of a Caribbean rum. Tropical fruits and the typical ester aromas of Jamaican distillates. On the palate you can taste mango notes and the light sweetness of sugar cane, combined with a slightly peppery spiciness, which lingers.



### No.2 Not Gin

AB +847632 BC W17698  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of a classic London Dry Gin. In the nose is freshly picked juniper, clear citrus notes and a hint of cucumber peel. On the palate it presents a clear juniper aroma, light herbal notes and an intense citrusy taste.



### No.3 Not Whiskey

AB +871707 BC W18732  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of a classic American malt. Alcohol removed from a unique blend of American Bourbon and Irish Whisky, combining the essences of two worlds to create a perfect mixing base. A smooth blend with woody barrel notes, honey, vanilla, orange peel, apple and a touch of smoke.



### No.6 Not Mezcal

AB +871708 BC W18733  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of a classic Mexican smoky agave. Carefully refined. An exiting floral agave liquid



### No.7 Not Orange Bitter

AB +847634 BC W17700  
**Wholesale \$24.14**  
**Pack Size 6x700ml**  
**Region Hamburg, Germany**  
**Alcohol 0.3%**

The aroma and taste of an Italian bitter liqueur. Earthy notes on the nose combined with the typical sweetish bitterness of Italian Amaros. On the palate you can taste ripe oranges and a spicy-bitter herb note, which dominates the bitter aftertaste.



### No.8 Not Vermouth

AB +847635 BC W17701  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of an Italian vermouth. The nose offers the sweetness of fresh grapes combined with Mediterranean herbal scents such as thyme. On the palate a full bouquet of sweet orange, ginger and herb notes unfolds.



### No.9 Not Red Vermouth

AB +847636 BC W17702  
**Wholesale \$24.14 Pack Size 6x700ml**  
**Region Hamburg, Germany Alcohol 0.3%**

The aroma and taste of a Red Italian Vermouth, only without the alcohol. A bittersweet taste of grapes, oranges and berries. The typical bitterness of Italian herbs are complemented by notes of divine cinnamon and caramel.

## **NOGRONI** alcohol-free

1 oz not Gin  
 1 oz not Orange Bitter  
 1 oz not Red Vermouth  
 Stir ingredients in a mixing glass with ice, strain into cocktail glass over plenty of ice and garnish with an orange twist



# no/low

continues to outperform full-alcohol and increase share of the total beverage alcohol market"

- IWSR Drinks Market Analysys, January 2022

sales reach almost

# \$10 billion in 2021

across 10 markets, including Canada



19.5%

rise in no/low beer & cider sales so far in 2022



23.3%

rise in no/low wine sales so far in 2022



88.4%

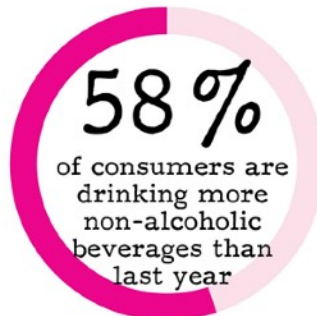
rise in no/low spirits sales so far in 2022

+20.6% market growth in US alone

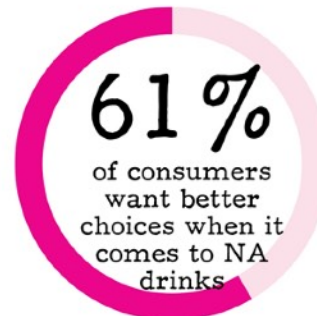
## consumers are **thirsty** for no/low



source: Wine Intelligence



source: Forbes



source: Forbes

### According to Forbes

"The majority of these drinkers aren't abstainers: they're average drinkers just looking to break up their alcohol consumption"



For the **best tasting** no and low alcohol products on the market visit [softcrush.ca](http://softcrush.ca)