

THE CHAMPION

ALCOHOL-REMOVED



**THE
CHAMPION**
ALCOHOL-REMOVED

Three Wines. Zero Compromise.

Crafted in La Mancha, Spain and
gently dealcoholized to preserve
aroma, balance, and varietal character.



Rooted in **LA MANCHA**



Born in La Mancha

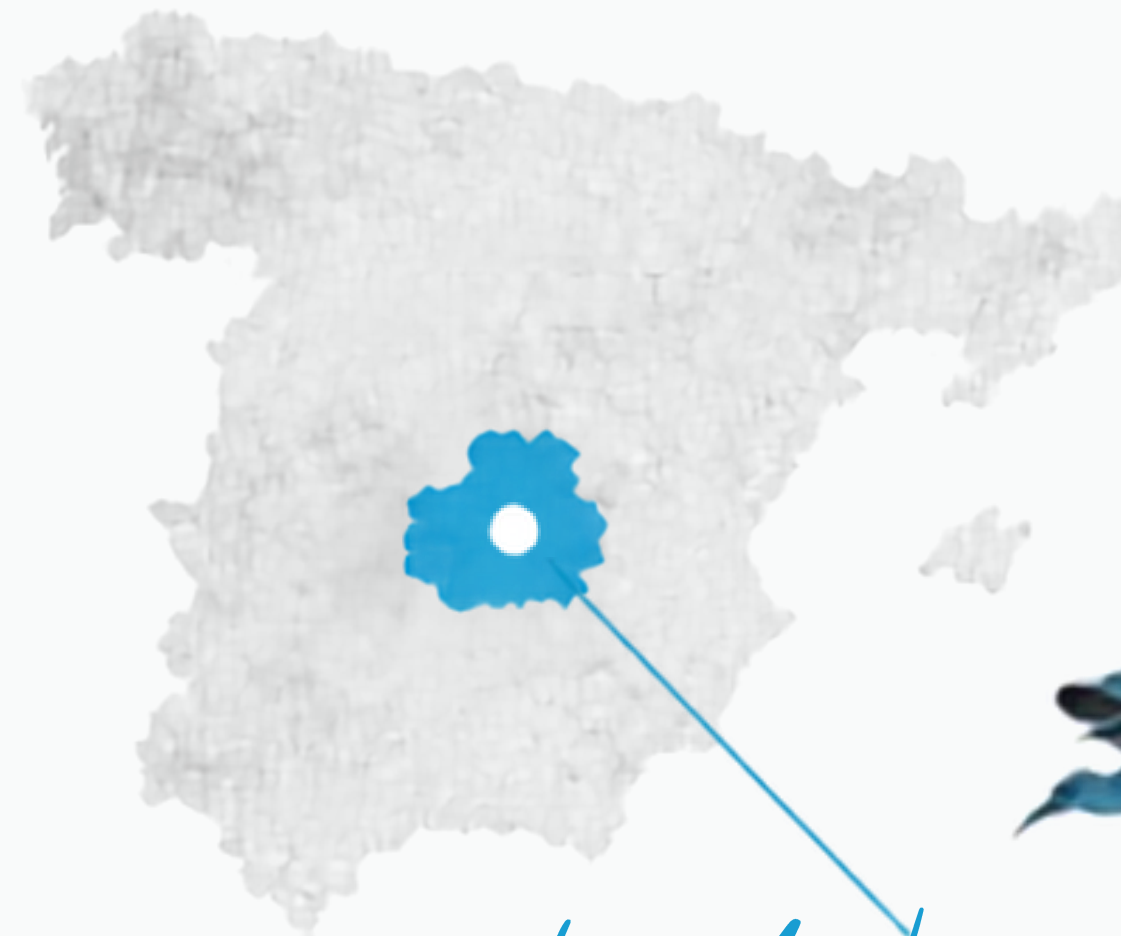
From Spain's most iconic region, where sun-drenched vineyards thrive. Warm days, cool nights, and endless skies deliver balanced fruit expression.

Champion Spirit

The Champion is inspired by the fierce racehorses that symbolize power, grace, and determination. The same champion spirit carries through the wines with vibrant aromatics, layered flavors and a clean finish.

Alcohol-Removed Collection

Full flavor and balance, without compromise. Thoughtfully crafted to preserve what matters most.



La Mancha
SPAIN

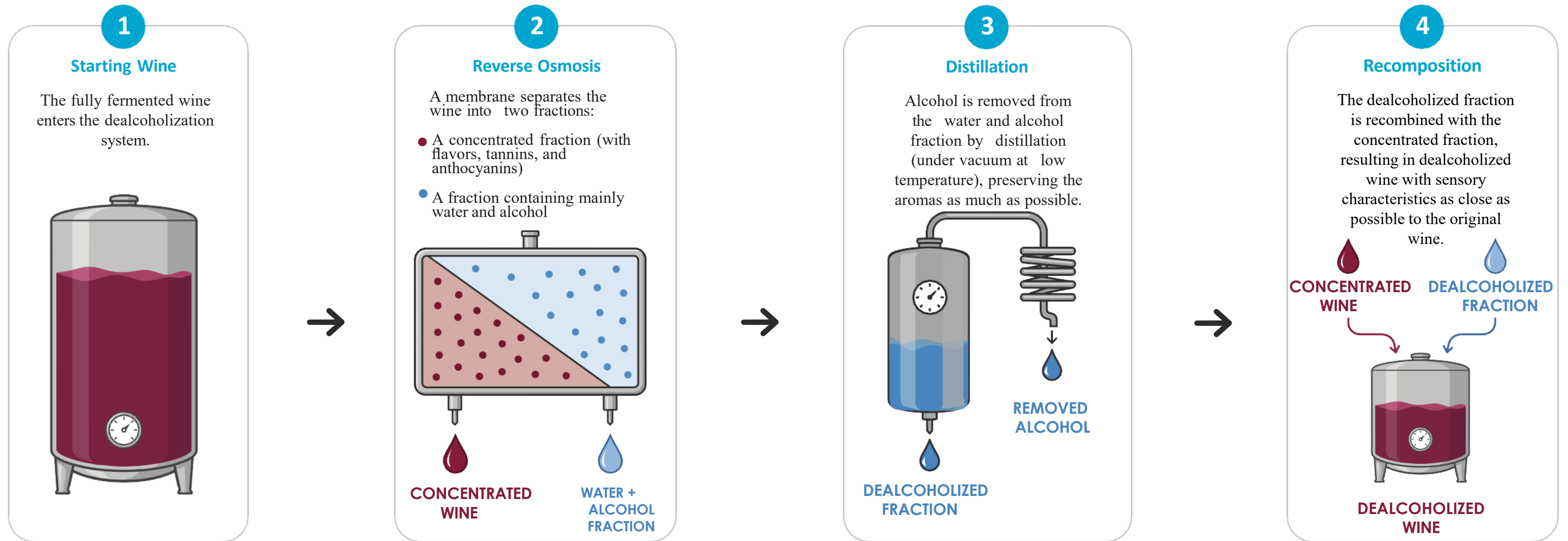


Dealcoholization Process

Reverse Osmosis + Distillation/Recomposition

THE
CHAMPION

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ADVANTAGES



Wine
preservation
technology



Closest taste
profile to the
original wine



A more
elevated
alternative

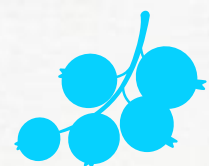
Alcohol-Removed SKU

CABERNET SAUVIGNON

Rich and structured, The Champion Alcohol-Removed Cabernet Sauvignon delivers the depth of classic Cabernet in a polished alcohol-removed format. Dark fruit, subtle spice, and smooth tannins lead to a balanced, fruit-driven finish.

Crafted in La Mancha, Spain from high-elevation vineyard parcels, it captures concentration and varietal character while finishing at less than 0.5% ABV.

TASTING NOTES



BLACKCURRANT



DARK CHERRY



SMOOTH TANNINS



LA MANCHA,
SPAIN



<0.5% ABV



REVERSE OSMOSIS +
DISTILLATION



Alcohol-Removed SKU

CHARDONNAY

Bright and refreshing, The Champion Alcohol-Removed Chardonnay brings the lift and texture of Chardonnay into a crisp alcohol-removed style. Citrus, green apple, tropical fruit, and soft florals lead into a clean, balanced palate.

Grown in La Mancha, Spain, the grapes benefit from warm days and cool nights that help preserve freshness and acidity, creating a polished Chardonnay experience with less than 0.5% ABV.

TASTING NOTES



CITRUS



GREEN APPLE



FRESH ACIDITY



LA MANCHA,
SPAIN



<0.5% ABV



REVERSE OSMOSIS +
DISTILLATION



Alcohol-Removed SKU

SPARKLING WHITE CUVÉE

Lively and celebratory, The Champion Alcohol-Removed Sparkling White Cuvée offers the brightness and elegance of sparkling wine in an alcohol-removed format. Fine bubbles and crisp fruit character make it vibrant and refreshing.

Crafted in La Mancha, Spain from a proprietary blend of Verdejo, Viura, and Chardonnay, it finishes clean and lifted with less than 0.5% ABV.

TASTING NOTES



GREEN APPLE



FINE BUBBLES



FRESH FLORALS



LA MANCHA,
SPAIN



<0.5% ABV



REVERSE OSMOSIS +
DISTILLATION

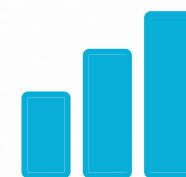




THE ALCOHOL-REMOVED OPPORTUNITY

Why Alcohol-Removed, Why Now

The Champion extends a premium wine identity into a fast-growing non-alcoholic occasion.



\$115M

CATEGORY SIZE



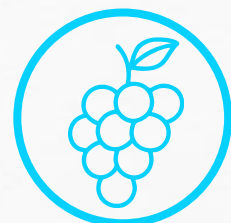
+22.7%

GROWTH
VS.
YEAR AGO



2X

CATEGORY
GROWTH
2021–2024



FLAVOR AUTHENTICITY

A premium wine experience that preserves varietal character.



EVERYDAY APPEAL

A versatile option for weekday dining and social occasions.



WELLNESS-MINDED CHOICE

Designed for moderation moments without compromising the ritual.



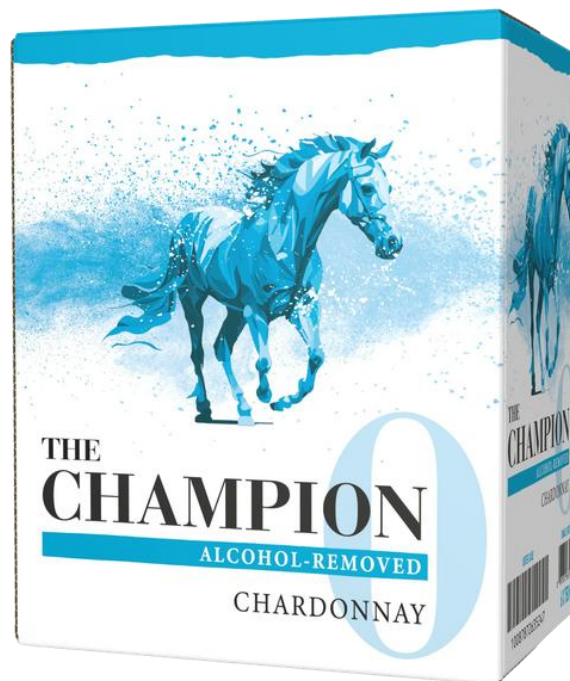
OCCASION-BASED ENTRY

An approachable bridge for consumers exploring non-alcoholic wine.

EVERGREEN POS SUPPORT



CABERNET SAUVIGNON CASE



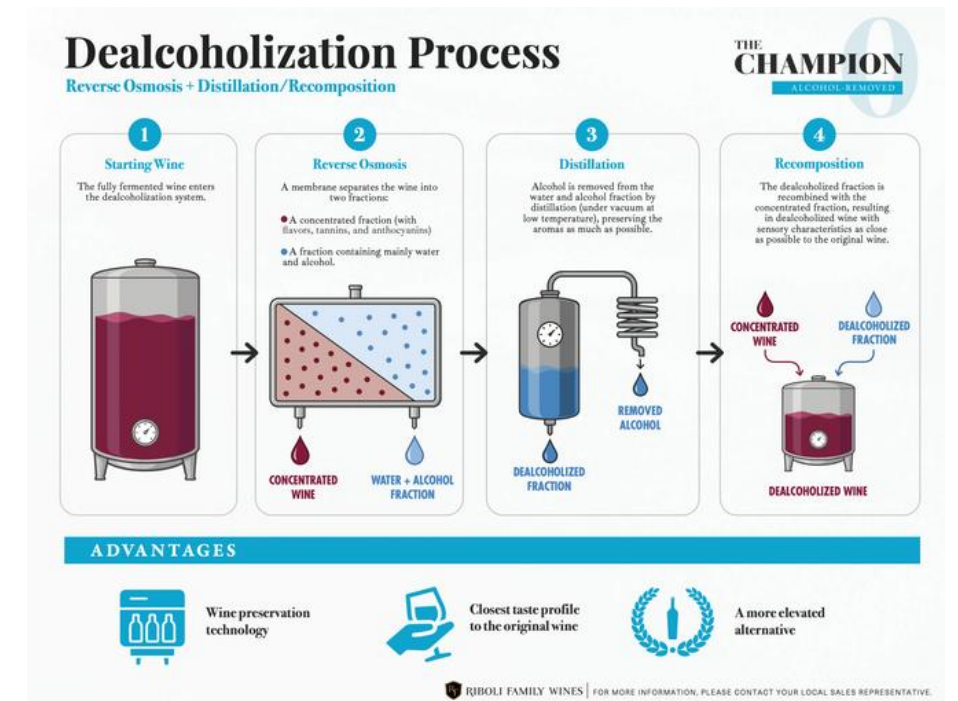
CHARDONNAY CASE



SPARKLING CUVÉE CASE



BRAND EDUCATIONAL SHEET



REVERSE OSMOSIS SELL SHEET



**Educate Customers
on quality, process, and
sophisticated alternatives.**



Bold packaging and cohesive brand storytelling.



Elevate menus and experiences with premium alcohol-removed options.

WHY THE CHAMPION

THE
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ALCOHOL-REMOVED

KEY TAKEAWAYS



Premium Brand Identity

Established Champion branding translates naturally into alcohol-removed occasions.



Credible Process

Reverse osmosis plus distillation/recomposition preserves varietal character at less than 0.5% ABV.



Complete Collection

Cabernet Sauvignon, Chardonnay, and Sparkling Cuvée cover key drinking moments.



Distinctive Origin

Crafted in La Mancha, Spain with a polished, premium presentation.

THREE ICONIC VARIETALS. ZERO COMPROMISE.