

ABOUT CHAMPION

The Champion Alcohol-Removed Collection brings the brand's bold, memorable identity into the fast-growing alcohol-removed wine category. Crafted in La Mancha, Castilla-La Mancha, Spain, the collection offers three premium alcohol-removed expressions - Chardonnay, Cabernet Sauvignon, and Sparkling Cuvée - each made to deliver recognizable varietal character, balanced structure, and a polished wine experience with less than 0.5% ABV.

Unlike products made by stopping fermentation early, The Champion Alcohol-Removed wines begin as fully fermented wines. The alcohol is then gently removed using reverse osmosis and distillation/reconstitution, helping preserve the aroma, flavor, structure, and character that make each wine feel complete.



APPELLATIONS / TERROIR

LA MANCHA, SPAIN

La Mancha's high-elevation vineyards provide ideal conditions for premium alcohol-removed wine production. Hot, dry days encourage ripe fruit expression, while cool nights help preserve freshness, acidity, and aromatic lift. The region's low rainfall, strong day-night temperature shifts, and well-draining soils support fruit purity, structure, and balance across the collection.



**CABERNET
SAUVIGNON**



CHARDONNAY



**SPARKLING
CUVÉE**

THE WINEMAKING: REVERSE OSMOSIS + DISTILLATION/RECOMPOSITION

1. Traditional Wine Fermentation

Each wine begins as a fully fermented wine, allowing real varietal character, aroma, texture, and structure to develop first.

2. Reverse Osmosis

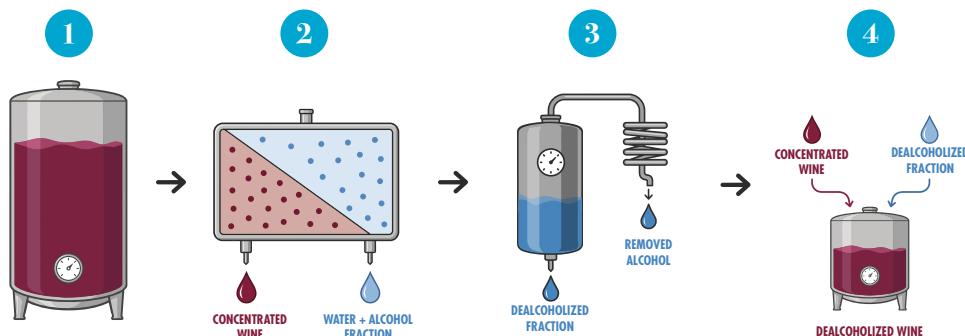
The wine passes through specialized membranes that separate key components by molecular size, creating fractions that include water, alcohol, aromas, and the wine's structural elements.

3. Distillation

Alcohol is removed from the separated fraction with precision, helping protect delicate aromas and preserve the integrity of the wine.

4. Recomposition

Recovered aromatic and structural components are blended back into the dealcoholized wine to restore balance, mouthfeel, complexity, and varietal identity.



KEY SELLING POINTS

- The alcohol-removed wine category is growing quickly as consumers seek premium, moderation-friendly options that still feel elevated and occasion-worthy.
- Reverse osmosis + distillation/reconstitution helps preserve aroma, flavor, structure, and varietal identity for a more complete sensory experience.
- The alcohol-removed wine category grew **+22.7% vs. year ago**, reaching **\$115M**, and has **doubled from 2021 to 2024.***

TECHNICAL INFORMATION

Wine Type	Sparkling Cuvée	Chardonnay	Cabernet Sauvignon
Appellation	La Mancha, Castilla-La Mancha, Spain	La Mancha, Castilla-La Mancha, Spain	La Mancha, Castilla-La Mancha, Spain
Altitude	Approx. 600-750 meters above sea level	Approx. 600-750 meters above sea level	Approx. 600-750 meters above sea level
Soils	Calcareous clay, limestone, sandy loam, and alluvial soils	Calcareous clay, limestone, sandy loam, and alluvial soils	Calcareous clay, limestone, sandy loam, and alluvial soils
Vineyards	High-elevation, semi-arid plateau vineyards	High-elevation, semi-arid plateau vineyards	High-elevation, semi-arid plateau vineyards
Tasting Notes	Green apple, citrus blossom, pear, tropical fruit, lemon zest, white peach, fresh florals	Citrus, green apple, tropical fruit, white peach, pear, lemon zest, melon, subtle florals	Blackcurrant, blackberry, dark cherry, subtle spice, plum, cocoa, light vanilla
Alcohol	<0.5% ABV	<0.5% ABV	<0.5% ABV

*Wines are listed in Progressive Tasting Order

*Nielsen IQ, Total US xAOC + Liquor Open State + Convenience, latest 52 weeks ending 12/27/25