

MY
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R♥

NO-LO products have grown by **33%** since 2020 and are expected to continue growing by an additional **11%** in 2024.

58% of consumers have expressed interest in these products as an alternative at social events.

TREND IN YOUNGER GENERATIONS

More concious about a healthy lifestyle and inclusivity.



MY ZERO

Viura - Sauvignon Blanc

A NEW WAY TO ENJOY MEMORABLE MOMENTS

MY ZERO is made from **top quality grapes**, fermented in stainless steel tanks between 14-16°C. The wine is subsequently subjected to a **careful high-tech dealcoholization** process, which manages to **preserving the freshness and aromas of the wine.**



ZERO ALCOHOL WINE CATEGORY



HIGH QUALITY VARIETIES VIURA-SAUVIGNON BLANC



LOW CALORIES HEALTHIER CONSUME OPTION



MORE RESPONSIBLE



GLOBAL TREND GROWING



SHELF LIFE: 24 MONTHS AFTER BOTTLING

Alcohol:	0.0 %
T. Acidity:	6.10 gr./l.
pH:	3.26
R. Sugar:	29 gr./l.
V. Acidity:	0.22 gr./l.



Brilliant pale
lemon color



Lime
Freshly cut grass



Crispy acidity
Citrus fruit

A brilliant pale lemon color. Intense aromas of lime with hints of freshly cut grass. The palate combines the crispy acidity with citrus fruit.