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Pernod Ricard India forays into non-alcoholic wine category

Unvined Riesling offers attractive citrus, lime and floral notes that are typical of Australian Riesling

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Pernod Ricard India, a fully owned subsidiary of Pernod Ricard SA has announced the launch of Unvined, a non-alcoholic wine with less than 0.5% alcohol, available in two varietals - Riesling and Shiraz.

With leading brands in each category, Pernod Ricard holds one of the most dynamic and premium portfolios in the industry led by Seagram's whiskies such as Royal Stag, Royal Stag Barrel Select, Blenders Pride, Blenders Pride Reserve Collection, Imperial Blue, 100 Pipers and a wide range of International premium brands that include Chivas Regal, Ballantine's, The Glenlivet, Royal Salute and Jameson Irish whiskey. Some of the eminent brands in white spirits category include ABSOLUT vodka, Jacob's Creek and Campo Viejo wines, Martell cognac, Beefeater and Monkey 47 gin, Kahlua and Malibu liqueurs, Mumm and Perrier-Jouet champagne.

The Unvined range has 50% less calories than regular wine of the same varietal, catering to the evolved consumer base looking for varied options to suit their preferences and mood. With the introduction of these two new varietals under non-alcoholic wine category, Jacob's Creek truly delivers on a coveted portfolio of wines that everyone around the table will want to reach for.

Kartik Mohindra, Chief Marketing Officer, Pernod Ricard India, said, "*Non-alcoholic wine may sound counterintuitive and something out of the ordinary, however sometimes it's exactly what the evening calls for. The idea behind creation of* Unvined *was to ensure that everyone is able to celebrate important life moments with their friends and family in a way that fits with their lifestyle. Given Jacob's Creek's vast expertise in winemaking, we have created a product that has a perfect balance of taste while preserving the natural grape profile. We are proud to release* Unvined *in India. It is an exceptional product with less than 0.5% alcohol and a faithful expression of premium wines from Australia.*"

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