

As consumers seek new non-alcoholic beverages,

ENROOT SERVES UP A LUXURIOUS OPTION FOR THE SOBER-CURIOUS.



The quintessential way to celebrate any occasion begins with popping some bubbly, from engagement celebrations to landing a new job, christening a new boat to simply making a toast to the weekend. Yet, in recent years, celebrations involving alcohol of any kind have shifted as attitudes toward alcohol have shifted, too. A 2021 NIQ omnibus survey showed that 22% of consumers reported that they were cutting back on consuming alcohol and drinking less.

So where does this leave a beloved prosecco-popping tradition? According to an IWSR No/Low-Alcohol Strategic

Study in 2021, 52% of consumers who drink alcohol are also interested in non-alcoholic alternatives, highlighting the growing trend of ‘sober-ish’ behavior. And this is more than just a passing fad. The non-alcoholic (NA) market is being driven by younger consumers, even Millennials and Gen Z, who are prioritizing balance and healthier lifestyles. NIQ data indicates that 82.6% of NA wine drinkers are under the age of 44, which suggests a strong potential for long-term market growth.

Even outside of “Dry January” and other similar challenges, it’s clear that the market for NA beverages of all kinds is rising as health-conscious or ‘sober-curious’ consumers experiment with their relationship surrounding alcohol. The IWSR No/Low-Alcohol Strategic Study showed that dollar sales of non-alcoholic beer, wine and spirits surged 31% over the past year to \$510 million as consumers seek a more mindful approach to drinking and prioritize their health and wellness. And, for bubbly lovers, the 2022 Mintel Alcohol Alternatives report showed that NA wine leapt in popularity, expanding by 83% year over year. This falls in line with the current boom of NA beverages entering the marketplace as consumers seek a more mindful approach to alcohol.

Still, as consumers prioritize their health and wellness, they aren’t willing to sacrifice taste or the aesthetic of high quality. Enter: Enroot Unwind Sparkling White Wine—born out of a search for new, unique and elevated non-alcoholic beverage options, each glass offers the elevated experience of champagne, without the alcohol. Founded by Brad Pitt,

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alongside Hollywood notables John Fogelman and Cristina Patwa in support of the James Beard Foundation, you could say, Enroot’s creators understand what it takes to make a luxury product. The brand’s mission is to provide a sophisticated, mindful beverage that fits seamlessly into the elevated lifestyle of the modern consumer.

The innovation behind Enroot goes beyond taste, offering functional benefits to satisfy today’s health-conscious consumer. By combining functional ingredients known to have a calming effect, such as magnesium, L-Theanine and Ashwagandha, together with minimal sugar and calories, Enroot’s NA wine is not only meeting the healthier beverage demand, it’s satisfying consumer interest in functional beverages. As Nutritional Business Journal (NBJ) reports in its “2023 Functional Food and Beverage” report, 54% of consumers purchase functional beverages as a part of the

health products they use to support their health goals.

The brand’s mission also extends from people to planet. Sustainability has been a core concept from inception at Enroot. The brand is a Certified B Corporation, meaning it has met the high standards for social and environmental performance, transparency and accountability within its business. And, with California-grown grapes at the heart of the bottle, the overall carbon emissions of the product are reduced as well.

To further reduce their carbon footprint, Enroot partnered with SCS Global Services in 2017, a leader in environmental and sustainability certification, to develop the Enroot Responsible Sourcing Policy. Through verified supplier self-assessments and risk analysis, they ensure all supply chains meet the policy’s guidelines.

Whether consumers are sober curious or looking for a high-quality functional beverage that aligns with their values, Enroot delivers. No matter the reason to choose an NA beverage, Enroot offers consumers a smooth and luxurious non-alcoholic experience that’s ready for celebrations and everyday occasions alike.

FREQUENTLY ASKED QUESTIONS



Q: What does Enroot Unwind Sparkling White Wine taste like?

A: With notes of yuzu, apple and a hint of oak, Enroot’s Sparkling White tastes like a crisp brut or sparkling wine with an elevated, drinkable flavor for everyday or special occasions.

Q: What are the ingredients?

A: Enroot’s Unwind Sparkling White Wine contains dealcoholized chardonnay, 5g of sugar per 8 oz serving, CO2, Tartaric Acid, Natural Flavor, Yeast, L-Theanine, Magnesium and Ashwagandha Root Extract.

Q: Is Enroot Unwind Sparkling White Wine healthy?

A: With just 45 calories, 10g of carbohydrates and 5g of added sugar per 8-oz serving, Enroot Unwind Sparkling Wine is considered to be one of the lowest carb and sugar-containing NA wines on the market.

Q: Is Enroot Unwind Sparkling White Wine sustainable?

A: Enroot is a Certified B Corporation, meaning the brand

meets the rigorous high B-Corps standards for social and environmental performance, transparency and accountability. The brand also partners with SCS Global, a third-party certifier offering a cradle-to-gate review of production to help the company understand and reduce the carbon dioxide equivalents of its products. And, with California-grown grapes, the finished bottle only travels a short distance to you.

Q: What is the MSRP for a bottle of Enroot Sparkling White?

A: The SRP is \$198 per case, and the MSRP is \$25.99 per bottle.

