

PRESS RELEASE

Schloss Wachenheim AG at ProWein 2020

**Schloss Wachenheim will present exciting new products at ProWein 2020**

- **IMPERIAL BLUE: ready-to-drink GINnovation, crafted in Augusta Treverorum**
- **LIGHT live Premium: Following the successful launch of LIGHT live Premium Sparklings, alcohol-free varietal wines are now also available**
- **LIGHT live Blackcurrant: Extension of the popular LIGHT live cocktail range with an on-trend flavour**
- **Product innovation under new brand: Viverty**

Düsseldorf / Trier in February 2020. From 15-17 March, Schloss Wachenheim will be presenting a variety of new products at ProWein 2020. Interested trade visitors can look forward to LIGHT live Premium Wines as well as LIGHT live Blackcurrant, an addition to the successful alcohol-free cocktail range. Presented as a promising product concept at ProWein 2019, IMPERIAL BLUE, an on-trend, perfectly balanced and ready-to-drink Gin & Tonic, which guarantees no-fuss enjoyment in two flavours, is now ready for its market launch. The lightness of the brand name Viverty perfectly conveys the new product concept being presented at the fair for the first time.

**On the road to success with GINnovation IMPERIAL BLUE**

Presented as a promising product concept at ProWein 2019, IMPERIAL BLUE Gin & Tonic was created as the perfect drink for the current gin-drinking trend. Crafted in Augusta Treverorum i.e. Trier, Germany's oldest town, IMPERIAL BLUE is the ideal choice for those who like their favourite bar drink ready-mixed and ready to enjoy. There are two options to choose from; a classic Gin & Tonic and a hibiscus variety. Both impress with a perfect mixing ratio at an alcohol content of 10.5%. Not only are they unique as being the first ready-to-drink Gin & Tonics available in a 0.75l glass bottle, but also in terms of the distillation process, in which Schloss Wachenheim captures aromas of selected wines: The gin is based on high-quality wine distillate created by Schloss Wachenheim as part of the base wine dealcoholisation process for alcohol-free products like LIGHT live. This perfect base is refined with high-quality botanicals such as juniper, subtle notes of coriander, cucumber or hibiscus blossom, to create a very distinctive gin. IMPERIAL BLUE Gin & Tonic impresses with its authentic, unmistakable taste and its excellent quality-price ratio: EUR 6.99 (RRP) for a 0.75l glass bottle in classic blue or modern pink.

**LIGHT live Premium Wines combine two megatrends: Premium quality and alcohol-free enjoyment**

Schloss Wachenheim continues to build on last year's successful launch of the LIGHT live Premium Sparklings LIGHT live Chardonnay Dry and LIGHT live Merlot Rosé Dry. With LIGHT live Chardonnay Dry, LIGHT live Merlot Rosé Dry and LIGHT live Merlot Dry, the company will now bring three alcohol-free, premium-quality varietal wines to market. Schloss Wachenheim has used experience and passion to create the perfect products for an ever-growing, alcohol-free drinks market and the increasing demands of end customers. Thanks to the gentle process of dealcoholising the carefully selected base wines, the grape

variety typicality is preserved in the production process, so ensuring premium enjoyment in a class of its own. Oliver Gloden, Board Spokesperson at Schloss Wachenheim AG: “As the market leader<sup>1</sup>, we are offering a distinctive, characteristic and exceptional-quality taste experience with our LIGHT live Premium Wines. This is the perfect complement to our LIGHT live selection.”

The pale yellow, full-bodied, crisp and racy LIGHT live Chardonnay delights with nuanced Chardonnay aromas and a delicate yellow fruit bouquet of mirabelle plum, pear and apple. The smooth LIGHT live Merlot Rosé not only seduces with its elegant rosé hues but also beguiles with the delicately soft and fruity taste associated with Merlot and red berry notes of strawberry and cherry. The rich, velvety Merlot has a distinct dark fruit aroma of blackcurrant and blackberry and is characterised by its intense ruby red appearance. As well as their sophisticated taste, all three varieties have an extra advantage: LIGHT live Premium Wines are significantly lower in calories than wines containing alcohol and therefore offer premium enjoyment without the regret factor!

### **The taste of summer in a glass: LIGHT live Blackcurrant**

This year consumers can look forward to another on-trend flavour as part of the popular LIGHT live cocktail selection: LIGHT live Blackcurrant. The tart, fruity flavour of this summer berry and its distinctive deep red colour is transformed into a sparkling cocktail delight – refreshingly delicious and naturally alcohol-free. The exquisite taste of this local fruit makes it the perfect addition to the distinctive LIGHT live cocktail varieties.

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<sup>1</sup> *In the segment ‘Alcohol-free sparkling wines and cocktails’ (Source: IRI 2019) as well as ‘Alcohol-free wines’ (Source: Nielsen 2018)*

**Come and visit Schloss Wachenheim AG at ProWein 2020, Hall 13,  
Stand 13 D32.**

**About Schloss Wachenheim AG:**

*Schloss Wachenheim AG is one of Europe's leading manufacturers and distributors of sparkling wine and semi-sparkling wine and is active in several European countries with its own companies.*

*Its product portfolio covers a wide range of traditional and innovative products. In addition to sparkling wine and semi-sparkling wine, key products include dealcoholised sparkling wines and wines, but also vermouth, cider, spirits, wine-based drinks, children's party drinks and, of course, high-quality sparkling wines and quality wines. The group's products are distributed to approximately 80 countries.*

*Major brands sold include Charles Volner and Muscador in France, Faber, LIGHT live and Robby Bubble in Germany, Cin&Cin, Fresco and Cydr Lubelski in Poland and Zarea Milcov in Romania.*

[www.schloss-wachenheim.com](http://www.schloss-wachenheim.com)

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