Ghia
Le Spritz Lime & Salt

The Facts

COUNTRY: USA - CA
REGION: California
APPELLATION: California
WINEMAKING: White Grape Juice Concentrate, Lime Juice, Yuzu Juice, Lemon Balm Extract, Elderflower Extract, Fig Juice Concentrate, Gentian Root Extract, Lime Peel Extract, Orange Extract, Rosemary Extract, Acacia, Sea Salt, Fruit and Vegetable Juice for Color, Eucalyptus Extract, Ginger Extract.
ALCOHOL BY VOLUME: 0.0%

The Story

Ghia is the non-alcoholic beverage brand from Founder and CEO Melanie Masarin that is leading the NA Movement. Inspired by Mediterranean aperitivo culture, the goal is to change the way we think about drinking and socializing. In June 2020, Ghia launched their hero product, The Aperitif. In 2021, they expanded their offerings with Le Spritz, ready-to-drink, single-serve cans in four flavors including Ghia Soda, Ghia Ginger, Lime & Salt, and Sumac & Chili. Ghia was the first non-alcoholic brand in history to win Esquire's "Drink of the Year" award and also won a BevNET "Best Of 2021" award for their RTD category debut. Most recently, Ghia was named one of Fast Company's top 10 most innovative consumer goods companies of 2022.

The Adjectives

OVERALL: Crisp & salty
AROMAS / FLAVORS: Lime, ocean breeze, yuzu, elderflower, fresh figs, eucalyptus
MOUTHFEEL: Bright & refreshing

The Selling Points

SUSTAINABILITY: Vegan

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