

Ghia

Le Spritz Sumac & Chili

THE FACTS

COUNTRY: USA - CA

REGION: California

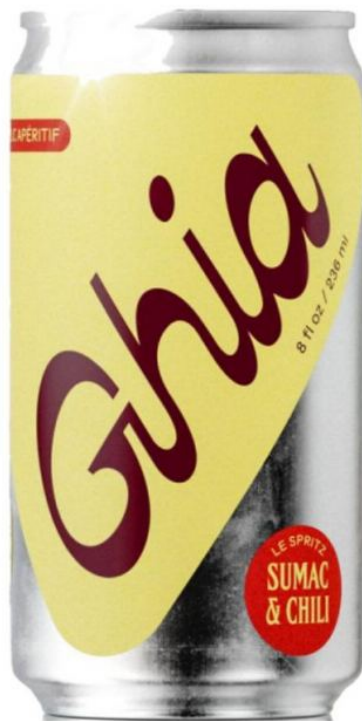
APPELLATION: California

WINEMAKING: Water, Yuzu Juice, White Grape Juice Concentrate, Elderflower Extract, Chili Pepper Extract, Sumac Berry Extract, Lemon Balm Extract, Gentian Root Extract, Date Concentrate, Plum Concentrate, Lemon Verbena Extract, Acacia, Fruit and Vegetable Juice for Color, Rhubarb Root Extract, Sea Salt, Orange Extract, Ginger Extract, Rosemary 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: Hot & tangy

AROMAS / FLAVORS: Hot chilis, sour sumac, lemon balm

MOUTHFEEL: Dry & spicy

THE SELLING POINTS

SUSTAINABILITY: Vegan