

# 90+ Cellars

## Lot 229 Non Alc Rose

### THE FACTS

**COUNTRY:** France

**REGION:** South West France

**APPELLATION:** South West France

**WINEMAKING:** This non-alcoholic wine is traditionally made, and then the alcohol is removed through reverse osmosis, which preserves the aromas and flavors.

**ALCOHOL BY VOLUME:** 0.0%

### THE STORY

Kevin Mehra launched 90+ Cellars. His concept was simple: allow great wineries to sell more wine through a new brand. By offering to not disclose the source, Kevin found that many wineries were happy to offer him their top wines at lower costs in order to sell more. And in doing so, 90+ Cellars was able to bring these world class wines to more people at better prices.

**PHILOSOPHY:** When we launched 90+ Cellars, we set out on a mission to make great wine more accessible to everyone. By partnering with highly rated wineries, avoiding the expenses of owning vineyards, and curating a global collection of top-notch wines, we make it easier to find, buy, and enjoy the best bottle, every time.



### THE ADJECTIVES

**OVERALL:** Delicate

**AROMAS / FLAVORS:** strawberries, cranberries and raspberries

