



For immediate release

St. Regis Launches Two New Dealcoholized Canned Sparkling Wines: A Practical and Elegant Innovation, Available Now

Montreal, July 9, 2025 — In a context where consumers are seeking healthier lifestyles while still enjoying the pleasures of good things, St. Regis innovates by introducing two new dealcoholized wines, offered in a practical and modern can format. These products, a sparkling Sauvignon Blanc and a sparkling Rosé, enrich the growing range in the dealcoholized beverage market by combining quality, accessibility, and convenience.

St. Regis Sparkling Rosé captivates with its harmonious balance of finesse and freshness. Its delicate bubbles release a subtle aromatic bouquet blending fruity notes of ripe strawberries and raspberries with light floral notes, offering a pleasant and refreshing tasting experience. Presented in a slim and elegant can, it's perfect for a variety of occasions, whether it's a picnic on the beach, a lunch on a terrace, or a shared moment with friends.

St. Regis Sparkling Sauvignon Blanc offers a lively effervescence that awakens the senses from the very first sip. This dealcoholized wine reveals bright fresh citrus flavors on the palate, with pronounced notes of tropical fruits and ripe apricots. This vibrant aromatic profile makes it an ideal drink to relax by the pool, enjoy an evening on a rooftop terrace, or accompany a light meal.

These two new products come in a 200 ml can format, sold in packs of 4, offering a lightweight, easy-to-transport and store option. This packaging choice reflects the desire to meet the needs of an active urban audience seeking alternatives that are both elegant and practical, suitable for all occasions.

The alcohol-free beverage market has been growing steadily in recent years, and the arrival of these St. Regis sparkling wines meets that demand. By offering products that deliver both sensory quality and accessibility, St. Regis positions itself as a committed player catering to consumers looking for new and enjoyable alcohol-free experiences.

St. Regis dealcoholized sparkling wines are available at Metro and IGA (ask your store manager), and online at www.upsidedrinks.ca. With these new offerings, St. Regis reaffirms its mission to provide responsible, modern alternatives without compromising on taste or enjoyment. This broad distribution makes it easy for a wide audience to discover and enjoy these innovative beverages.

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About St. Regis dealcoholized wines:

St. Regis is a premium brand specializing in dealcoholized wines and sparkling wines that offer the same elegance, flavour, and experience as traditional wines, without the alcohol. With these new products, the brand confirms its dedication to offering responsible and modern alternatives, without compromising on taste or enjoyment.