

2026

DEALCOHOLIZED WINES

BUEN FINDE

100% SPANISH
0.0% ABV
DEALCOHOLIZED WINE

Dealcoholized wine is a growing category in Europe, supported by production methods that better preserve taste and aroma. Buen Finde brings a Spanish offering – Verdejo, Airén and Tempranillo grapes – to the French market.



BUEN FINDE is a dealcoholized wine for those who want to enjoy the taste and experience without compromise. The name means “Have a good weekend” in Spanish, reflecting a spirit of ease, joy, and relaxation.

Thanks to modern dealcoholization technology, **BUEN FINDE** preserves the natural flavor and aroma of the grapes, offering a full wine experience without the alcohol.

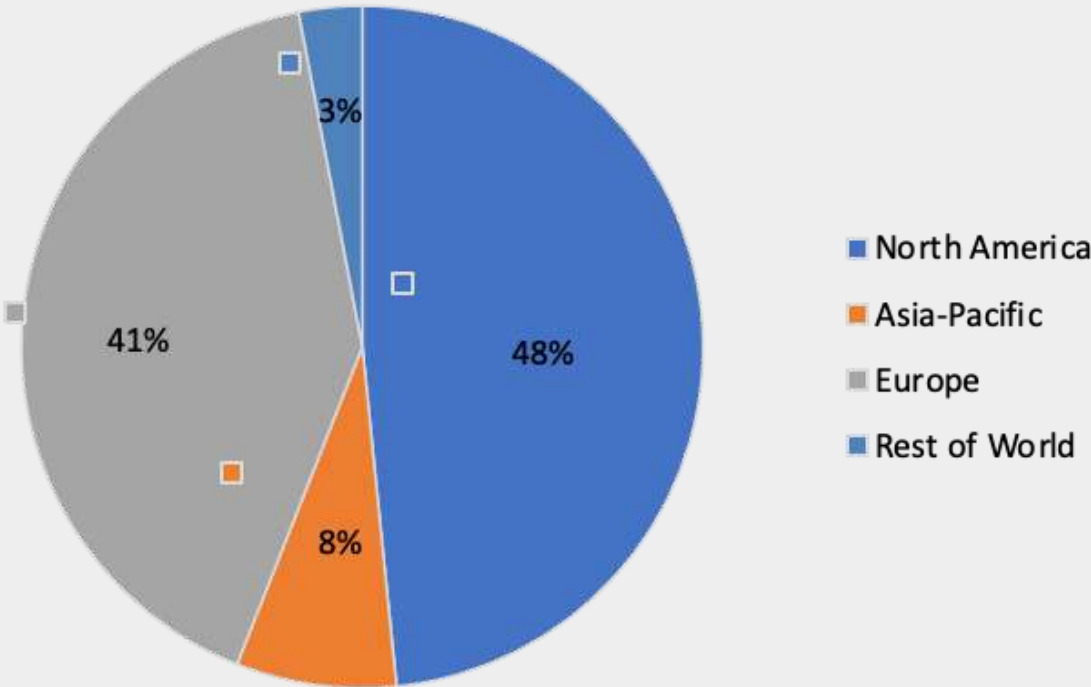
GROWTH OF THE DEALCOHOLIZED WINE CATEGORY

Consumer Archetypes and Motivations

- The Flexible Drinker
- The Wellness-Driven Optimizer
- The Ritual Seeker
- The Luxury Enthusiast
- The Identity-Aligned Consumer
- The Abstainer

In France, wine remains part of the daily meal and table ritual. Non-alcoholic wine still represents only around 1% of the wine market by volume, but is growing roughly 21.5% in value and 12.7% in volume per year. The Ritual Seeker and Flexible Drinker archetypes are particularly relevant here, as wine stays present at the table without alcohol being the default.

Nonalcoholic Wine Market by
Region (2025)





WORLDWIDE: MARKET OVERVIEW & KEY TRENDS

What's Driving Demand?

- The global non-alcoholic wine market was estimated at USD 2.26 billion in 2023, and is projected to reach USD 3.78 billion by 2030, at a compound annual growth rate of about 7.9% from 2024 to 2030. The broader no- and low-alcohol category is expected to add over USD 4 billion in incremental growth by 2028.
- In France, the market was valued at approximately USD 73 million in 2023, projected to reach USD 106 million by 2030 (CAGR ~5.3%), with sparkling remaining the largest segment by value.

BUEN FINDE



FRANCE: MARKET AND CATEGORY PRESENCE

A CATEGORY ALREADY STRUCTURED, WITH LIMITED PRESENCE FROM SPANISH BRANDS

Market Insights

- France is a wine-producing country with an established table culture, which supports recognition of the category rather than the need to introduce it from scratch.
- Under EU rules, "dealcoholized" and "alcohol-free" are recognized labeling terms across all member states, including France, with the final alcohol content declared on the label.
- Buen Finde is already present in Sweden, Denmark, the Netherlands, Belgium, Poland, Slovakia, the UK, among others, giving the brand an existing European track record relevant to French distributors and retailers.

Category Presence in France

- French Bloom, a French premium brand, occupies the high end of the category: Monoprix, Nicolas, luxury hotels and restaurants, and a global Formula 1 partnership.
- Mainstream retail is expanding shelf space: French hypermarkets allocate on average around 2 linear meters to the category in a growing share of stores.
- The segment remains dominated by premium sparkling and French brands; still wines made from traditional grape varieties at a more accessible price point are still underrepresented

DISCOVER BUEN FINDE SPAIN'S AUTHENTIC DEALCOHOLIZED WINE

- Spanish grape varieties: Verdejo, Airén, Tempranillo
- Vegan certified
- Silver medal, IWC and Mundus Vini
- 0.0% ABV, produced from fully fermented wine

MADE IN SPAIN, ROOTED IN
THE SAME WINEMAKING
TRADITION AS FRANCE



BUEN FINDE



4 Unique Expressions:

- **Frizzante** – Bright, lively, and festive
- **Verdejo White** – Crisp, fresh, and citrusy
- **Tempranillo Rosé** – Light, floral, and refreshing
- **Tempranillo Red** – Smooth, velvety, with red fruit notes

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FRIZZANTE

Tasting Notes:

Grape: 100% Airen

Color: Light straw yellow with delicate bubbles

Aroma: Notes of white peach, green apple, and floral hints.

Palate: Refreshing, semi-dry with a touch of sweetness and crisp acidity.

Finish: Clean and effervescent

Ingredients:

Dealcoholized white grape beverage made from Airen 100%, Glycerin, Potassium Sorbate (Preservative), Dimethyl Dicarbonate (Preservative), Potassium Metabisulfite (Sulfites) (To protect flavor)

Serving Temp: 6–8°C

Pairing Suggestion: Perfect for aperitif, celebrations, or pairing with fruits and desserts.

Lightly sparkling and joyful – a celebration in every glass





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VERDEJO

Tasting Notes:

Grape: 100% Verdejo

Color: Pale straw yellow with green hues

Aroma: Notes of green apple, citrus peel, and freshly cut grass

Palate: Crisp and lively with bright acidity and herbal undertones

Finish: Clean and refreshing with a zesty aftertaste

Ingredients:

Dealcoholized white grape beverage made from Verdejo 100%, Glycerin, Potassium Sorbate (Preservative), Dimethyl Dicarbonate (Preservative), Potassium Metabisulfite (Sulfites) (To protect flavor)

Serving Temp: 8–10°C

Pairing Suggestion: Ideal with salads, light seafood, or grilled chicken.

Fresh, aromatic and dry – a true Verdejo expression without alcohol



BUEN FINDE ROSE

Tasting Notes:

Grape: 100% Tempranillo

Color: Bright rose petal pink

Aroma: Strawberry, cherry blossom, and soft citrus

Palate: Light-bodied, smooth texture, and fresh red fruit notes

Finish: Delicate and fruity with a soft acidity

Ingredients:

Dealcoholized red grape beverage made from Tempranillo 100%, Glycerin, Potassium Sorbate (Preservative), Dimethyl Dicarbonate (Preservative), Potassium Metabisulfite (Sulfites) (To protect flavor)

Serving Temp: 8–10°C

Pairing Suggestion: Ideal with light pasta, mezze platters, or soft cheeses

Light, floral, and elegant – your perfect alcohol-free rosé

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TEMPRANILLO

Tasting Notes:

Grape: 100% Tempranillo

Color: Deep ruby red

Aroma: Ripe red berries, plum, and subtle spice

Palate: Medium-bodied with soft tannins and a gentle oak note

Finish: Balanced and smooth with a long, round aftertaste

Ingredients:

Dealcoholized red grape beverage made from Tempranillo 100%, Glycerin, Potassium Sorbate (Preservative), Dimethyl Dicarbonate (Preservative), Potassium Metabisulfite (Sulfites) (To protect flavor)

Serving Temp: 12–14°C

Pairing Suggestion: Perfect with red meats, grilled vegetables, or Middle Eastern cuisine.

Full-flavored and smooth – classic Spanish red, alcohol-free



LOGISTICS & TECHNICAL SPECIFICATIONS

	Buen Finde Sparkling	Buen Finde White	Buen Finde Rose	Buen Finde Red
Product Volume	750 ml	750 ml	750 ml	750 ml
Gross Weight (per bottle)	1350	1150	1150	1150
Bottles per Carton	6	6	6	6
Carton Gross Weight, kg	8.4	7.2	7.2	7.2
Cartons per Pallet	80	95	95	95
Bottles per Pallet	480	570	570	570
Gross Weight (pallet), kg	695	715	715	715
Shelf Life	36 months			
Storage Conditions	Store in a cool, dry place (10–20 °C)			
Carton Dimensions (L×W×H)	285x197x325	260x175x310	260x175x310	260x175x310
EAN / UPC codes	8437029445062	8437029445000	8437029445024	8437029445031
HS Code:	2202 9919 95			



DISTRIBUTION PARTNERSHIP IN FRANCE

BUEN FINDE IS LOOKING FOR A DISTRIBUTION PARTNER TO INTRODUCE THE BRAND TO THE FRENCH MARKET, BUILDING ON ITS EXISTING PRESENCE ACROSS EUROPE.

Avda. de Benidorm, 1, Entlo. 37,
03550, San Juan de Alicante, Spain

export@falconvines.com

M: +34 722 11 43 62

O: +34 747 46 77 25

www.falconvines.com

www.buenfinde.shop