

# Ghia Aperitif

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## THE FACTS

COUNTRY: USA - CA

REGION: California

APPELLATION: California

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: Vibrant, fresh and satisfyingly bitter

AROMAS / FLAVORS: Yuzu, lemon-balm, ginger, rosemary, and cranberry

## THE SELLING POINTS

SUSTAINABILITY: Vegan

