

Luminara launches two new non-alcoholic wines

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Non-alcoholic wine brand Luminara has launched two new varietals to expand its acclaimed portfolio: Napa Valley Sparkling and Paso Robles Cabernet Sauvignon. These complement the brand's portfolio that includes a Chardonnay, Cabernet Sauvignon and a Red Blend. As the first and only Napa Valley appellation non-alcoholic wine, Luminara set a new standard for the category. Now, with demand for premium non-alcoholic wines continuing to grow, the brand is introducing two

distinctive additions.

Napa Valley Sparkling ?? A lively Chardonnay-based expression with bright citrus notes, a smooth mouthfeel, and a crisp, fruit-driven finish.

Paso Robles Cabernet Sauvignon ?? A bold, fruit-forward Cabernet that highlightsÂ Paso Robles'Â renowned Central Coast vineyards, showcasing ripe red fruit notes and a medium body.

"Cabernet Sauvignon remains the largest red wine varietal in the non-alc segment, and with these releases, we're proud to offer consumers more choice while showcasing two of California's top growing regions," said Ashley Jappe, marketing director for Luminara. "Whether it's a sparkling toast or a bold red at the dinner table, Luminara is about ensuring that every glass feels celebratory and uncompromising." The new wines arrive at a time when the non-alcoholic category is experiencing double-digit growth, fueled by consumers seeking better-for-you options without sacrificing flavour, provenance, or the ritual of wine. Both wines will be available beginning now through select retailers, premium restaurants, and online at Luminara Wines.