NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Whirlwined introduces non-alcoholic, hemp-derived Delta-9 THC-infused wine

21 January 2026 | News

Crafted from premium Columbia Valley grapes and finished using industry-leading dealcoholization technology

Crafted from premium Columbia Valley grapes and finished using industry-leading dealcoholization technology

Whirlwined announced the launch of the world's first non-alcoholic, hemp-derived Delta-9 THC-infused wine, ushering in a new category for wine drinkers seeking a modern alternative to alcohol without sacrificing taste, ritual, or experience.

Crafted from premium Columbia Valley grapes and finished using industry-leading dealcoholization technology, Whirlwined is real wineâ??fully fermented, then gently de-alcoholised before being precisely infused with federally compliant, hemp-derived Delta-9 THC. The result is a crisp, premium wine experience with consistent dosing, clean effects, only 25 calories and zero hangover.

"Consumers are rethinking alcohol, but they don't want sugary seltzers or forgettable substitutes," said Matthew Haddad, co-owner of Whirlwined. "They want the ritual of wine, the glass, the pour, the flavour, the unwind without the negative effects of alcohol. Whirlwined delivers exactly that."

While the THC beverage market has surged with seltzers and spirits, wine has remained a major white space. Whirlwined fills that gap with a first-mover product designed specifically for wine consumersâ??those who value balance, flavour, and quality over novelty. Each serving is low-calorie, contains less than one gram of sugar, and is crafted for a smooth, controlled experience aligned with wellness-focused lifestyles.

Whirlwined's flagship Sauvignon Blanc is bottled in full-size 750mL format and produced through a premium supply chain that includes Washington State vineyards, patented dealcoholization technology, lab-certified THC emulsification, and large-scale bottling in Chicago, Illinois.

As part of its initial market rollout, Lakeshore Beverage, Superior Beverage and AJ Maka Distributing will distribute Whirlwined to on- and off-premise accounts across the state, significantly accelerating consumer access. Binny's Beverage Depot, one of the largest liquor chains in the Midwest, is expected to be among the first to carry Whirlwined across its family of stores.