

Boisson Expands Non-Alcoholic Portfolio with Gut Feeling

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Boisson, the leading non-alcoholic drinks platform known for its curated selection of non-alcoholic spirits, wines, beers, and cocktail alternatives, is the exclusive launch partner of Gut Feeling, a new botanical herbal drink created by the renowned Austrian natural wine estate Gut Oggau.

As more consumers bring mindfulness to what they eat and drink, reading labels, researching ingredients, and seeking thoughtful alternatives, Boisson has become a destination for the best non-alcoholic options from around the world. Through its curated platform, Boisson presents over 100 premium zero-proof brands to the table and is thrilled to offer now one of Austria's most coveted brands and their latest expression.

By bringing Gut Feeling to their platform, Boisson continues to help in de-stigmatising non-alc offerings and elevate them to the same level of quality, craftsmanship, and experience as traditional beverages. For consumers at home and for hospitality partners looking to expand thoughtful drink menus, Gut Feeling is a dry, floral, herbal, and lightly bitter beverage crafted for moments of presence and everyday enjoyment.

"At Boisson, we're always looking to introduce our community to purveyors who approach beverages with the same care, intention, and sense of purpose," said Holly Berrigan, CEO of Boisson. "What makes this partnership with Gut Oggau so special is that Gut Feeling isn't designed as a replacement for wine but as a completely new expression that we are thrilled to be able to share exclusively with our customers.

This unique beverage is born from herbs grown in and around the Gut Oggau estate in Burgenland, and is produced together with Konanna, a young couple specialising in fermented drinks. Gut Feeling carries the same strength as the soil and agricultural philosophy that defines the winery's internationally celebrated natural wines. Gut Oggau now opens a new space beyond wine, another way to experience the land while remaining deeply connected to it.