

Korbel Expands Portfolio with New 7% ABV Sparkling Wine

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Korbel California Champagne, America's favorite California champagne, announced its latest innovation: Korbel Aire. This sophisticated, low-alcohol California champagne delivers the same exceptional sparkling experience and craftsmanship synonymous with Korbel, at just 7 per cent ABV and 70 calories per serving.

Korbel Aire marks a milestone achievement as the first low-alcohol option on the market from a major domestic sparkling house. Arriving at a pivotal cultural shift, as health and wellness remain top of mind for today's consumers, fueling the increased demand for low-alcohol options.

"At Korbel, our commitment to excellence has always been driven by an evolving understanding of American taste," said Gary B. Heck, President and Owner of Korbel Champagne Cellars. "With Korbel Aire, we are proud to introduce a lower-alcohol alternative for casual, everyday gatherings."

Bringing Korbel California Champagne's time-honored craftsmanship to a modern, lighter-style occasion, Korbel Aire is vibrant and fruit-forward with bright lemon notes. It fits perfectly with today's wellness lifestyles, allowing consumers to enjoy sparkling wine more often, with fewer calories and a lower ABV.

"Korbel Aire represents an important moment for the winery, catering to a new generation of drinkers who seek balance and quality while delivering a bright, crisp, and refreshing option to consumers looking for a more mindful way to enjoy Korbel's signature sparkle without compromise," said Tessa Reynolds, Korbel Brand Director at Freixenet Mionetto USA.