CHAVIN



Chavin was founded by Champagne native, Mathilde Boulachin - a rising figure of No and Low Alcohol and “sober curiosity”

Mathilde Boulachin

Founder & CEO

Pierre Chavin was founded in 2010 by Mathilde Boulachin, a native of the Champagne region. Shortly thereafter, when expecting her first child, she was inspired to pursue a bold new idea: to continue celebrating with style, but without alcohol. This groundbreaking vision positioned Pierre Chavin as a pioneer in the rapidly growing alcohol-free wine industry.

Mathilde Boulachin and her team come from a background in winemaking and the wine business, with a deep passion for terroir and wine culture. In contrast, many non-alcoholic wine competitors are owned and operated by companies from the food industry, lacking the same passion and expertise in wine.