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Kobrand Corporation Introduces Pierre Chavin to Its Portfolio *A Premier Alcohol-removed Wine Brand*

PURCHASE, NEW YORK (August 12, 2024) — Kobrand Corporation, a leading importer of fine wines and spirits, is thrilled to announce the addition of Pierre Chavin, a distinguished French alcohol-removed wine brand specializing in sparkling wine, to its esteemed portfolio. This marks a significant milestone for Kobrand, as Pierre Chavin is the first alcohol-removed wine brand to be imported by the company.

Starting this Fall, Kobrand will be importing a selection of Pierre Chavin's finest offerings, including Pierre Zero Signature Sparkling Chardonnay and Rosé, along with Pierre Zero Spritz, an orange-flavored ready-to-drink option, and Pierre Zero Classic Sparkling Chardonnay. Additionally, Kobrand will be importing the first-ever Vin De France de-alcoholized wines: Chavin Zero Sauvignon Blanc and Rosé. Known for its commitment to excellence and innovation, Pierre Chavin has crafted these alcohol-removed wines to provide the same exceptional quality and sophisticated experience that wine enthusiasts have come to expect from traditional wines.

Bob DeRoose, CEO of Kobrand Corporation, expressed his enthusiasm for this new venture: "We are delighted to introduce Pierre Chavin to our portfolio. As the demand for alcohol-free beverages continues to grow, it was important for us to find a partner that aligns with our values of quality and craftsmanship. Pierre Chavin's dedication to creating premium alcohol-removed wines that do not compromise on taste or experience made them the perfect choice. We are confident that these offerings will resonate with our customers who seek a refined and inclusive wine experience."

Mathilde Boulachin, President and Owner of Pierre Chavin, also shared her excitement: "I am very pleased and proud to have just signed a long-term partnership with Kobrand. We are confident we will build a solid distribution of premium alcohol-removed wines and sparkling in the US together. The North American market is a strategic target for Chavin. Our ambition is to maintain the clear leadership in the French alcohol-removed category that we pioneered in 2010. This new partnership with Kobrand goes beyond all expectation: it is a true symbiosis of values on both sides of the Atlantic."

Pierre Chavin has earned international acclaim for its innovative approach to winemaking, using advanced techniques to carefully remove the alcohol from their wines while preserving the full spectrum of flavors and aromas. This ensures that each bottle delivers a rich and authentic taste experience, catering to wine lovers who prefer alcohol-removed options without sacrificing the pleasure of a well-crafted wine.

Kobrand's decision to import Pierre Chavin reflects a growing trend in the beverage industry, where consumers are increasingly seeking high-quality, alcohol-removed alternatives. With the introduction of Pierre Chavin, Kobrand is poised to meet this demand, offering a sophisticated selection that complements its diverse range of premium wines and spirits.

About Kobrand Corporation

Founded in 1944, Kobrand Corporation remains one of the few family-owned wine and spirits companies in the United States. Kobrand's portfolio was meticulously selected according to a single, unerring principle: quality. This continued focus has made the Kobrand name synonymous with wines and spirits of the highest caliber for nearly 80 years. Kobrand is the exclusive agent for an outstanding selection of fine wines, spirits, and sakes from key regions around the world, including the United States, France, Italy, Spain, Portugal, Germany, Japan, Chile, Argentina, and New Zealand. For more information about Kobrand and the portfolio visit <http://www.Kobrandwineandspirits.com>.

About Pierre Chavin

Pierre Chavin is a renowned French wine producer specializing in alcohol-removed wines. Combining tradition with innovation, Pierre Chavin crafts premium alcohol-removed wines that deliver an authentic and sophisticated wine experience. Their commitment to quality and excellence has made them a leader in the alcohol-removed wine industry. <https://www.pierre-chavin.com/>