THE zero magazine



From LA to Dubai

Dear Reader

Why our Sparkling Blanc can now call itself the 'best non-alcoholic sparkling wine,' what Patrice Evra thinks of Blanc de Blancs and what this has to do with the Galeria locations in Germany. A lot has happened from LA to Dubai. In the latest issue of our magazine you can once again find out interesting facts from the world of Zero.

Jürgen Kessler
CEO, co-owner



Falstaff ranks Sparkling Blanc in first place with an unprecedented 93 points. ADrinks continues its international growth trajectory.

New importer in Germany

Jacquart is a young company that embodies an optimistic and cheerful vision of life, where one feels free to indulge in true pleasures and bring a more relaxed sense of luxury to the world of champagne. This motto was enough to convince us to collaborate with THEZERO as a new importer in Germany in the non-alcoholic segment.



Jacquart Germany opts for alcohol-free THEZERO.



Awarded

We are delighted to receive awards such as those from Falstaff, where Sparkling Blanc came in first place with an unprecedented 93 points, or from Vievinum, where Sparkling Rosé impressed the jury. We see this as recognition from experts who know what they are talking about and confirm what our customers already enjoy. For us, this is reason enough to continue our efforts and say a heartfelt thank you!



From Lake Zurich to the whole of German-speaking Switzerland – Gruezi

Hopp Switzerland Brancaia

The Brancaia wine shop stands for Swiss precision and Italian style. Located in the heart of Zurich, on the shores of Lake Zurich, Brancaia is THEZERO's new cooperation partner in Switzerland. In its elegant pursuit of harmony and excellence, you will also find non-alcoholic beverages here.

Available nationwide at Galeria

GALERIA

Non-alcoholic fans from east to west can rejoice: Sparkling Blanc, Rose and Blanc de Blancs are now available at every Galeria location throughout Germany. Whether in 750 or 200 ml bottles, the main thing is that they are non-alcoholic and of the highest quality, made in Austria.



Sparkling Rose, Blanc and Blanc de Blancs now available in all Galeria locations in Germany

Golden Grapes Belgium

In life, you play with different things. Some are made of rubber: when you drop them, they bounce back. Others are made of crystal: when you drop them, they break forever. Golden Grapes Belgium stands for uncomplicated, sociable and always with a smile. There's no question that this is the right partner for THEZERO, and we are very happy about the pleasant collaboration.



Golden Grapes for Benelux

Partnership and trust: values we live by and that are important to us.





Loyal and new customers: Hotel Sacher in Vienna, LeVel33 in Singapore, MIMI KAKUSHI in Dubai, Hotel Stanglwirt in Going and ZERO WINE CLUB in Cologne.







THEZERO also impresses Patrice Evra

'Really alcohol-free?' asked Patrice Evra when he tasted THEZERO for the first time at a customer event in Dubai. Evra is a former French footballer, most recently under contract with West Ham United, and is one of the few players to have reached the final of the UEFA Champions League five times, including winning it with Manchester United in 2008.



Patrice Evra was thrilled.



In beach volleyball, there's THEZERO

Linkin Park - From Zero World Tour

When Linkin Park takes to the stage with its new lead singer Emily Armstrong, they usually do so in front of a sold-out crowd. This was also the case in Frankfurt. And the name of this year's world tour, 'FROM ZERO WORLD TOUR', said it all, as we presented concertgoers with our world first, the non-alcoholic cocktail 'SPARKLING THEZERO ARANCIA 0.0%'.



Linkin Park concertgoers enjoyed our world premiere: Sparkling Zero Arancia 0.0%

New cooperation in the UAE



It didn't take long to realise that they were a good fit. LECRU and ADrinks have agreed on comprehensive cooperation for the United Arab Emirates. Numerous customers have already been supplied, and more – from Abu Dhabi to Dubai – are currently being added. A pioneering partnership in one of the world's fastest-growing beverage markets.



Ex-Governor Sausgruber as a regular customer



HOT Edition for the cold season

AHOI QUEEN MARY



Fancy glass of THEZERO? The Queen Mary is more than just a ship; it is an award-winning hotel, home to a variety of culinary experiences and gateway to exciting historical and paranormal tours. Anchored in Long Beach, California, it invites you to become part of its rich history while enjoying the vibrant energy of the present. Whether you're here for an event, a meeting or just to explore, you can now enjoy THEZERO on the Queen Mary with a view of the Pacific Ocean.

INTERNATIONAL EXPANSION













Los Angeles, Monaco, Singapore, Dubai, Warsaw, Prague, Osaka, Ljubljana, Antwerp, Abu Dhabi, Zurich, Bangkok, Frankfurt, Vienna – the list of THEZERO destinations is growing daily.

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