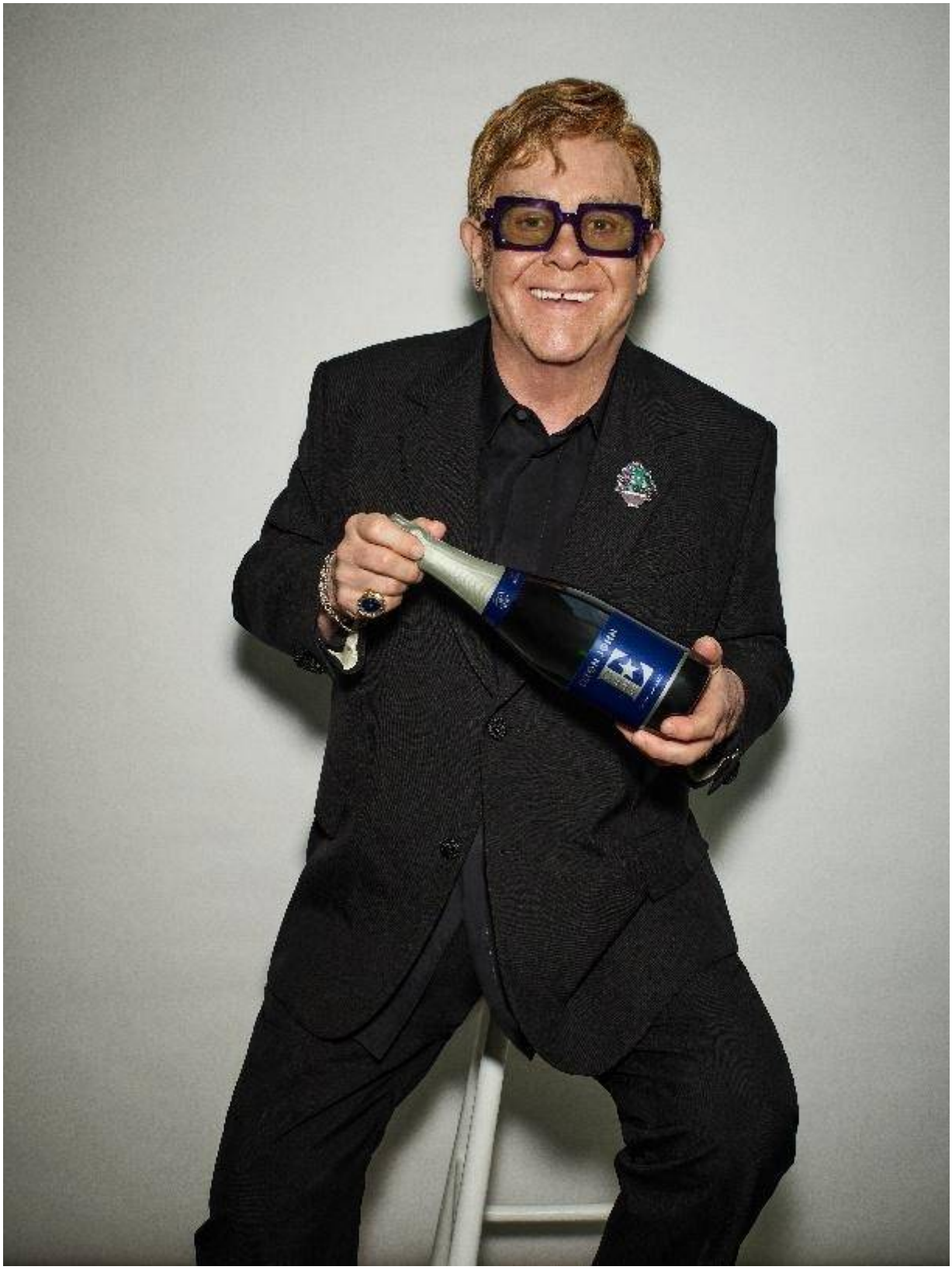
vinetur

Elton John Launches a Zero-Alcohol Sparkling Wine Alternative in the United States

The $25 bottle reaches retailers before the holidays after U.S. sparkling nonalcoholic wine sales grew 49%

Tuesday, November 10, 2026



Elton John and David Furnish have launched Elton John Zero Blanc de Blancs in the United States, bringing their zero-alcohol sparkling beverage to the market on Tuesday as retailers prepare for the holiday season and consumers increasingly seek nonalcoholic options.

The product is now available nationwide in stores and online at a suggested retail price of $25 for a 750 ml bottle, according to Foley Family Wines & Spirits, which is handling exclusive U.S. distribution. The company said the brand is its first nonalcoholic wine alternative.

Elton John Zero Blanc de Blancs was introduced earlier in the United Kingdom and is now being expanded to the U.S. market after what the companies described as a strong early performance overseas. The beverage is made from 100% Chardonnay grapes grown in Northern Italy. Unlike many nonalcoholic wines that are fermented and then stripped of alcohol, the producers said this sparkling drink uses a controlled fermentation process designed not to produce alcohol at any stage.

That distinction is central to how the brand is being marketed. The companies say the method is intended to preserve the structure and aroma associated with a traditional Blanc de Blancs while avoiding the flavor changes that can come with dealcoholization. The finished beverage includes green tea extract, which the producer says adds tannins and texture, and is described as having notes of apple, citrus blossom and honeysuckle with a mineral finish. The product is also being marketed as vegan and vegetarian-friendly.

In a statement released with the launch, John said the brand was created around the idea that celebrations should include people who do not drink alcohol. Furnish said he and John wanted to offer a nonalcoholic sparkling option that still felt suited to festive occasions, drawing on their shared interest in entertaining. Their comments place the launch within a broader trend in the beverage business, where established wine and spirits companies have been adding more alcohol-free products to their portfolios.

Foley Family Wines & Spirits tied the launch directly to that shift in consumer demand. Jason Daniel, the company’s chief marketing officer, said the sparkling nonalcoholic wine category in the United States grew 49% in the 52 weeks ended September 6, citing Circana data. The company did not provide broader category sales figures in the release, but the number suggests continued growth in a segment that has drawn attention from both traditional alcohol producers and celebrity-backed brands.

The product’s U.S. debut also expands a partnership with Benchmark Drinks, a London-based distributor and brand developer. Benchmark launched Elton John Zero in the U.K. earlier in 2026 and said the product is now sold in more than 15 countries. The company also said the drink became the top-selling premium 0% sparkling wine at Tesco and Sainsbury’s, the two largest grocers in Britain. Those claims could not be independently verified from the release.

For Foley Family Wines & Spirits, the launch adds a new category to a portfolio built largely around conventional wine and spirits brands. Founded in 1996, the company owns or distributes labels including Ferrari-Carano, Chateau St. Jean, Chalk Hill and Silverado Vineyards, and it has expanded its imported wine and global spirits business in recent years. By taking on Elton John Zero, Foley is entering a part of the market that major beverage groups have increasingly viewed as a growth opportunity rather than a niche offering.

The Elton John name gives the product a level of visibility that many newer nonalcoholic brands do not have. John remains one of the most commercially successful musicians in popular music, with more than 350 million records sold worldwide, multiple Grammy Awards and a career that has stretched across six decades. Furnish, a filmmaker and producer, has also been closely involved in the brand’s public rollout. The launch materials frame the beverage as an extension of the couple’s lifestyle and entertaining habits as much as a standalone drinks business.

The U.S. release arrives as retailers build holiday assortments and as brands position themselves for Dry January, when many consumers cut back on alcohol after the year-end holidays. That seasonal timing is likely to test whether a premium-priced, celebrity-backed sparkling alternative can win a place not only in sober-curious shopping baskets but also on tables where some guests are drinking alcohol and others are not.