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Formula 1 introduces French Bloom as official alcohol-free sparkling wine partner

New partnership reflects rising demand for premium non-alcoholic options and aims to enhance inclusivity at Grand Prix events

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Formula 1 has named French Bloom as its first official alcohol-free sparkling wine partner, marking a significant shift in the beverage offerings at Grand Prix events. The announcement comes as Formula 1 continues to expand its global reach and adapt to changing consumer preferences, particularly among younger fans and those seeking luxury experiences without alcohol.

French Bloom, founded by Maggie Frerejean-Taittinger and Constance Jablonski, is the first non-alcoholic brand backed by Moët Hennessy, the wines and spirits division of LVMH. LVMH acquired a minority stake in French Bloom in late 2024, further strengthening the ties between the luxury conglomerate and Formula 1. The partnership will see French Bloom's award-winning alcohol-free sparkling wines served across all F1-operated Paddock Clubs, the F1 Garage, and other hospitality spaces during the 2025 season.

The move reflects a broader trend in the beverage industry, where demand for premium non-alcoholic options is rising. Millennials, Gen Z, and a growing female fanbase are driving this shift, seeking experiences that offer flexibility and align with evolving values around health and moderation. French Bloom was created to ensure that no one is left out of celebratory moments, offering an inclusive alternative that does not compromise on quality or sophistication.

French Bloom's sparkling wines are crafted in France from organic Chardonnay and Pinot Noir grapes sourced from the Languedoc region. The wines undergo an innovative dealcoholization process to achieve 0.0% alcohol content. According to co-founder Maggie Frerejean-Taittinger, the process involves building flavor architecture to revive the wine's character and mouthfeel, combining traditional sparkling wine techniques with new methods developed specifically for alcohol-free production.

Since its launch in October 2021, French Bloom has introduced two main products: Le Blanc and Le Rosé. Both have gained international recognition and are now exported to more than 28 countries. In 2024, the brand launched a vintage-dated prestige cuvée called La Cuvée after four years of research and development.

The partnership with Formula 1 is part of a decade-long relationship between the sport and LVMH. Moët & Chandon remains the official champagne of Formula 1, a tradition dating back to the inaugural season in 1950 when Grand Prix winners were first invited to celebrate with champagne. The addition of French Bloom brings further variety to Formula 1’s hospitality portfolio, allowing organizers to cater to all guests and offer an elevated sense of luxury at every event.

Emily Prazer, Chief Commercial Officer at Formula 1, said that welcoming French Bloom into the fold enhances the experience for attendees by providing more beverage options that reflect contemporary tastes. She emphasized that this collaboration allows Formula 1 to maintain its reputation for excellence while embracing inclusivity.

Maggie Frerejean-Taittinger expressed excitement about partnering with Formula 1, highlighting the shared values of performance, precision, and celebration. She noted that French Bloom’s mission is to unite centuries of French winemaking expertise with modern innovation, offering a sophisticated choice for those who want to celebrate without alcohol.

As Formula 1 continues to attract a diverse global audience, the introduction of French Bloom’s alcohol-free sparkling wines signals a new era in how fans can participate in race-day celebrations. The partnership underscores both organizations’ commitment to evolving with their audiences while maintaining high standards of quality and luxury.