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Elton John Unveils Alcohol-Free Sparkling Wine, Tapping Into $11 Billion Global Market

Music legend’s “Elton John Zero” debuts with unique fermentation process, aiming to make celebrations more inclusive for all.

Monday, January 12, 2026



Sir Elton John, the British pop icon known for his decades-long music career, has entered the non-alcoholic wine market with the launch of “Elton John Zero.” The debut comes ten years after his memorable 2016 concert in the Barolo vineyards during the Collisioni agri-rock festival in Italy. Over the years, there have been rumors about Elton John’s interest in wine, including speculation that he might produce Prosecco. Now, he has chosen to make his mark in a growing sector: alcohol-free sparkling wines.

The first product under the Elton John Zero label is a Blanc de Blancs sparkling wine. According to Elton John, the idea behind this project was to create a beverage that allows everyone to celebrate together, regardless of whether they drink alcohol. He

describes the new Blanc de Blancs as capturing the elegance and effervescence of traditional sparkling wine, but without any alcohol content. The wine is made exclusively from Chardonnay grapes grown in some of the coldest regions of Northern Italy.

Unlike many other non-alcoholic wines, Elton John Zero is not dealcoholized. Instead, its production uses a unique fermentation process involving specific bacteria rather than traditional yeasts. This method develops flavors similar to those found in wine but does not produce alcohol. The result is a beverage designed to offer an inclusive experience for all guests at any celebration.

The project is a collaboration with Benchmark Drinks, a London-based company known for working with celebrities on beverage brands. Benchmark Drinks has previously partnered with other well-known figures such as Kylie Minogue, who has her own line of wines including a Prosecco made with Zonin1821, and Gary Barlow, another British pop star. The company also works with chef Gordon Ramsay on his Italian wine collection.

In a video released for the launch, Elton John commented on his motivation for creating an alcohol-free sparkling wine. He said that drinking only water at social events can be boring and monotonous for those who do not consume alcohol. He believes that having an option like a non-alcoholic Blanc de Blancs makes celebrations more enjoyable and inclusive.

Currently, Elton John Zero is available at Sainsbury’s supermarkets in the United Kingdom and at two well-known London venues: Lilibet’s in Mayfair and The River Café, an acclaimed Italian restaurant. The bottle features Elton John’s signature “E” logo with a star.

With this launch, Elton John joins a growing list of celebrities entering the non-alcoholic beverage market. Other recent examples include Robbie Williams and Formula 1 champion Lewis Hamilton, both of whom are also British. The trend reflects increasing consumer interest in alcohol-free options that do not compromise on taste or style.

Elton John’s entry into this market brings significant attention to non-alcoholic wines and adds another high-profile name to the movement toward more inclusive drinking experiences.