

WINE FOR WOMEN



FOOD & DRINK

Following our [article](#) on a German beer for women, we were alerted to a Dutch wine for women. **Sophie & Sophie** is rosé wine sold in small bottles. Actually, it's not quite wine, but a wine 'refresher' made from wine (51%), dealcoholized wine (31%), and grape must (18%). Must is the juice of freshly pressed grapes, before it's fermented into wine. Which leaves a drink that tastes like semi-dry wine, but only contains 5.5% alcohol, and half the amount of calories in real wine. Sophie & Sophie was created by Natural Wines, a wine merchant that specializes in natural products with a low alcohol percentage. The company's founder discovered that his three twenty-something daughters were drinking nothing but Bacardi Breezers and hard liquor on their nights out, and decided that they needed an oenophile's alternative. He teamed up with an ad agency and they came up with Sophie & Sophie. The beverage is aimed at female consumers between 18-30 years old who'd like a change from sweet mixed drinks. The wine is sold in stylish little bottles (a new business concept that's long overdue anyway), containing enough 'wine' for two glasses. Should go down well. In moderation, of course 😊

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