

Nouvie Email Drafts

WELCOME NEW SUBSCRIBERS DRIP SERIES

EMAIL 1: Welcome to Nouvie

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Let's Pop Open Some Bubbly 🍾

Preview Text: Welcome to Nouvie. Finally, NA wine that actually tastes like wine.

Welcome to Nouvie, [First Name Personalization].

We're so glad you found us. *Truly.*

If you've been searching for a non-alcoholic wine that *actually* feels like a celebration, you're in the right place.

Because let's be honest: most NA wines miss the mark.

Too flat. Too melted Jolly Rancher. Too "nope."

You deserve better. And that's exactly why we created Nouvie.

It starts with premium Spanish grapes (yes, real wine grapes). Then we gently remove the alcohol, *not* the flavor. What's left is a crisp, sophisticated sparkling white wine you'll be proud to pour.

But Nouvie is more than what's in the bottle. It's about being present without pressure. Savoring a moment without the next-day fog. And, choosing what *feels* good and still *tastes* amazing.

You're not giving something up, you're gaining something *better*.

Ready to taste the Nouvie difference? [Reserve your bottle here.](#)

Cheers to something better,

[Name]

[DrinkNouvie.com](https://drinknouvie.com)

P.S. If you're curious about how Nouvie is made, [see how it goes from vine to glass.](#)

P.P.S. Want to stay in the loop with fresh ideas, flavor tips, and more? Follow us on [Instagram](#) or [Facebook](#).

EMAIL 2: What Makes Nouvie Different?

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Not Your Average NA Wine

Preview Text: Premium grapes. Smart distillation. Zero letdowns.

[First Name Personalization],

We've been there too. We've sipped enough "non-alcoholic wines" that tasted like sad grape juice that came in a bottle that *screamed* "NA."

That's why we created Nouvie.

We wanted to create something that **actually feels worth pouring**.

We started with premium Spanish grapes and crafted it like real sparkling white wine, because it *is* real wine. Then we gently remove the alcohol using a low-temp distillation method that keeps the aroma, flavor, and body intact. A pour that's sophisticated, elegant, and refreshingly real.

Most non-alcoholic wines use reverse osmosis, which can *strip away complexity*.

Nouvie keeps it all: crisp acidity, layered notes, and a beautiful finish that lingers (in a good way). No cloying sweetness. No strange aftertaste.

Just real sparkling white wine, minus the alcohol.

You don't have to give anything up to enjoy a better kind of wine. [Pre-order now and bring Nouvie home](#) to taste the Nouvie difference.

Cheers to doing things differently,

[Name]

[DrinkNouvie.com](#)

P.S. Oh, and did we mention it's just 35 calories and 3g of sugar per glass? All the sparkle, none of the bloat or morning brain fog. 🍷

P.P.S As Gianna from Chicago put it: ***"Nouvie is a dream come true. It hits all of the criteria you would look for in a good non-alc and is exceptionally tasty."*** We'd love for you to try it and see for yourself. [Taste the Nouvie difference](#).

EMAIL 3: Designed for the Way You Live

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Finally, Wine That Fits Your Lifestyle

Preview Text: Sophisticated non-alc sparkling wine. Zero compromise.

Hi [First Name Personalization],

If you've tried non-alcoholic wine before and thought...

- "It all tastes like overly sweet juice."
- "I miss the ritual, not the hangover."
- "I don't want to explain my choices all night..."

You're not alone. And you're definitely not asking for too much.

That's exactly why we created Nouvie.

Crafted from real sparkling white wine, we remove the alcohol gently so the taste, aroma, and experience stay beautifully intact.

Our wine is sommelier-approved, layered, crisp, and beautifully balanced. And, with only 35 calories and 3g of sugar per pour, it's made for *real life*.

Whether you're switching it up, going incognito, or zebra striping (alternating between alcoholic and non-alcoholic drinks throughout the night), Nouvie fits right in, beautifully.

Oh, and we skipped the big "NA" label. Our elegant bottle looks beautiful on any table. No need to explain your choice unless you want to. Because living well shouldn't mean compromising on taste or how you show up.

Taste what non-alcoholic wine *should* be. [Reserve your bottle today.](#)

Cheers to no-compromise sipping,

[Name]

[DrinkNouvie.com](#)

P.S. You don't have to explain your drink, justify your choices, or settle for sugar water. Nouvie lets you sip confidently, without compromise. [Bring Nouvie home](#) and taste the difference.

EMAIL 4: Customer Story

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: You Know What You Like 🥂

Preview Text: And you shouldn't have to explain it.

[First Name Personalization], you're not asking for too much.

You want a non-alc wine that tastes like wine, not a melted Jolly Rancher.

You want the full experience without the sugar, the hangover, or having to explain your choice.

You want to sip something sophisticated that fits your lifestyle and your standards. No explanations. No compromises.

That's exactly why Nouvie exists.

Kirsten from Chicago said it best:

"As someone who has been more sober-curious, Nouvie is everything I didn't know I was missing. It's crisp, elegant, and incredibly refreshing. The perfect non-alcoholic option that doesn't feel like a compromise."

And Gianna shared:

"Nouvie is the perfect alternative for a drink in hand while socializing, keeping you on track with your mind and body wellness goals! It's my new go-to."

Whether you're cutting back, switching it up, or simply choosing what feels good in your body, **you deserve something that feels equally good in your glass.**

Nouvie is de-alcoholized wine for people who know what they want. [Pre-order your bottle today.](#)

Cheers to living well,

[Name]

[DrinkNouvie.com](#)

P.S. You don't owe anyone a reason for choosing something better. Nouvie just helps you do it in style. With Nouvie, you never have to compromise. [Reserve your bottle today.](#)

EMAIL 5: Designed for the Way You Live

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Your First Glass Is Waiting

Preview Text: [Add the chosen offer here]

Hi [First Name Personalization],

Are you still searching for a non-alc bubbly pour that feels just as special as the real thing?

Something that tastes like *regular* sparkling white wine *without* the buzz, the brain fog, the bloat, or the next-day regret?

Because you're not alone in wanting more.

More presence, less pressure.

More sophistication, less compromise.

More flavor, no fog.

Nouvie is for you if you've ever wished for a pour that reflects your values *and* your standards.

We believe you'll love Nouvie and we're willing to prove it.

For a limited time only, **enjoy free shipping** on your first order with code FREESHIP or **take 10% off** your first bottle with code FIRSTSIP. [Reserve yours today!](#)

You shouldn't have to choose between enjoying the moment and feeling good after it. Wellness shouldn't mean giving up what you enjoy. With Nouvie, you get both.

To your well-being,

[Name]

DrinkNouvie.com

P.S. Nouvie was made for thoughtful sippers like you. This offer won't last. [Insert one of the offers here with a link to buy on the [product page](#)].

EMAIL 6: Most NA Wines Suck

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Ready For a Sip? 🍷🥂

Preview Text: Free shipping [or 10% off] ends tomorrow at midnight!

Most non-alcoholic wines kinda suck, [First Name Personalization].
There, we said it.

You've tried them. So have we.
Flat, overly sweet, and more juice than joy.

You're not being picky. You just have standards.

As wine makers, we keep hearing the same things:

"I've tried a lot of NA wines. Most are just grape juice pretending to be wine."

"They all taste like prune juice or melted Jolly Ranchers."

"I want something that feels like wine, not a sugary substitute."

So, we did things differently at Nouvie. We started with premium Spanish grapes and used a delicate de-alcoholization process that keeps the structure, complexity, and crisp acidity intact. Nouvie gives you a pour that actually sips like sparkling white wine.

No syrupy sweetness. No disappointment. No regrets.

We think you'll love our de-alcoholized sparkling white wine. And we're still offering a little something to make your first glass even better:

Use code FREESHIP for free shipping
or FIRSTSIP for 10% off your first bottle.

We won't be able to offer this again. Inventory is moving fast, so [reserve yours today!](#)

To better sips ahead,

[Name]

[DrinkNouvie.com](https://drinknouvie.com)

P.S. If you've ever poured a bottle of NA wine down the sink... this one's for you. [Add the chosen offer here with a [link to the product page](#) to purchase.]

EMAIL 7A: What Sets Nouvie Apart

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: People Are Saying “WOW!”

Preview Text: One sip of this and...mind = blown 🤯

If you're like most people, [First Name Personalization], you don't expect much from a non-alcoholic wine.

But that first sip of Nouvie seems to be pouring a new narrative.

We see raised eyebrows, surprised smiles, and one word we never get tired of hearing: “WOW.”

Watch first sip reactions for yourself.

[Insert video thumbnail here]

<link>Click to watch</link> a few first-sip moments from real Nouvie drinkers.

Nouvie doesn't taste like a NA substitute. It tastes like what you've been waiting for: elegant, crisp, and full of flavor without the compromise.

It's also one of the lowest-calorie, lowest-sugar NA wines on the market. Just 35 calories and 3 grams of sugar per pour.

Ready to see what the fuss is about? [Reserve your bottle now](#) and taste the Nouvie difference.

Here's to flipping your expectations,

[Name]

[DrinkNouvie.com](#)

P.S. Join the “wow” club. [Reserve your bottle of Nouvie](#). Bottles are moving fast, so grab yours before they're gone!

ALTERNATIVE [WHY WE CREATED NOUVIE VIDEO]

EMAIL 7B: What Sets Nouvie Apart

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Why We Had to Create Nouvie

Preview Text: We were tired of NA wines letting us down, so we did something about it.

|FNAME|, if you've ever tried a non-alcoholic wine and thought, "Well... that's disappointing," you're not alone.

We've been there too. We've tasted our share of bottles that were basically grape juice in disguise and looked like it from the label.

That is exactly why we created Nouvie. We wanted a wine that feels elegant in your hand, tastes sophisticated on your palate, and still lets you wake up feeling great the next morning.

We start with premium Spanish grapes and craft it like real sparkling white wine because it is real wine. Then we gently remove the alcohol using a low-temperature distillation method that keeps the aroma, flavor, and body intact. The result is crisp, refreshing, and absolutely delicious.

[Watch the story behind Nouvie](#)

It is also one of the best tasting, lowest-calorie, lowest-sugar NA wines you can find on the market.

Ready to see what the fuss is about? [Reserve your bottle now](#) and taste the Nouvie difference.

Here's to raising the bar,

Your Nouvie Team

DrinkNouvie.com

P.S. [Reserve your bottle of Nouvie](#). Bottles are moving fast, so grab yours before they're gone!

EMAIL 8: Real People. Real Shifts.

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: “Wait... This Is NA Wine?”

Preview Text: More and more people are rethinking non-alc wine.

[First Name Personalization],

You’re not the only one rethinking what non-alcoholic wine can be.

More and more people are choosing Nouvie. Not as a compromise, but as an upgrade.

Because they...

Want the experience, without the regret.

Care about how they feel after the pour.

Done pretending grape juice is wine.

But don’t just take our word for it...

“It’s officially earned a spot at my table whenever I’m hosting. This isn’t just a drink. It’s elegance in a glass.” – Chayla, Chicago

“Perfect for non-drinkers and wine lovers alike... makes skipping the booze feel like a treat.” – Meesha, Chicago

“It hits all of the criteria you would look for in a good non-alc and is exceptionally tasty... It’s my new go-to.” – Gianna, Chicago

[Insert video thumbnail + link to real reactions from first sippers]

This isn’t just a trend. It’s a *shift*. One bottle at a time, people are discovering that they *can* have it all: flavor, experience, and feeling good afterward.

Raise your glass to a new standard. [Taste the Nouvie difference.](#)

To your next-level pour,

[Name]

[DrinkNouvie.com](#)

P.S. This is the NA wine you’ve been waiting for. There’s still time to [reserve Nouvie](#) while our launch batch is available. Inventory is running low, so don’t wait!

EMAIL 9: The Wellness Tradeoff Is Over

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Busy Life. Beautiful NA Wine.

Preview Text: No Hangover. No Regrets. Just Really Good Bubbly.

We totally get it, [First Name Personalization].

You've got goals. A full calendar. Maybe kids. And a full life that doesn't leave room for bloating, extra calories, brain fog, or the next-day slump.

That's where Nouvie comes in.

It's for the nights you want to celebrate without wrecking your morning. For the days when you want something that feels like wine, but still supports your clarity, your energy, your momentum.

More and more people are making the switch to non-alcoholic options. They're exploring mindful drinking, trying out zebra-stripping, and saying yes to alternatives that actually taste amazing.

Nouvie is part of that shift:

- 35 calories. 3 grams of sugar.
- No buzz. No bloat. No crash.
- Just a crisp, delicious, elegant pour that keeps you feeling like *you*.

Whether you're juggling a million things or just being more intentional about what you sip, we've got you covered.

[Insert blog post thumbnail + link to one or all of these blog articles]

- [Raise a Glass, Skip the Crash](#)
- [The Sober Curious Movement](#)
- [Health Benefits of NA Wine](#)

You deserve to feel good in your body and in your choices. And now, you don't have to choose between the two. [Try the Nouvie difference.](#)

Here's to feeling clear, calm, and wildly present,

[Name]

[DrinkNouvie.com](#)

P.S. There's still time to [reserve Nouvie](#) while our launch batch is available. Get yours before it's gone!

EMAIL 10: Our Treat. You Deserve It.

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Our Treat 🍷🥂 You Deserve It

Preview Text: You deserve better wine. Without the delivery fee.

[First Name Personalization],

By now, you've heard the buzz. But for some reason, you still haven't sipped Nouvie.

We get it. Knowing is one thing. Tasting is where the magic happens.

So we're picking up the shipping, so you can try it. Yep, **free delivery with code FREESHIP**.

Because your standards are high.

And if you need a little reminder why Nouvie's worth it:

- Real sparkling white wine, crafted in Spain
- Gently de-alcoholized, not "grape juice in disguise"
- Crisp, complex, and ridiculously tasty
- Just 35 calories and 3g of sugar per glass
- Proudly pourable at parties, or just on the couch

This is your moment to try Nouvie risk-free(ish). Click below to reserve your bottle, pop the cork, and meet your new favorite pour.

[Reserve Your Bottle Now \(Free Shipping Included\)](#)

To better wine and better choices,

[Name]

[DrinkNouvie.com](#)

P.S. We've been told it's "a dream come true," "unreal," and "better than most alcoholic wines."

All we're missing is your review. [Reserve Your Bottle Now](#)

P.P.S. This offer's only around for a hot second. Once it's gone, so is the free ride.

EMAIL 11: RESEND Email 10 to Un-Opens

From Name: [First Name] from Nouvie Wine

From Email: [name@drinknouvie.com]

Subject Line: Psst... Did You Miss This?

Preview Text: FREE shipping on your first bottle is still on the table...for now.

[First Name Personalization],

By now, you've heard the buzz. But for some reason, you still haven't sipped Nouvie.

We get it. Knowing is one thing. Tasting is where the magic happens.

So we're picking up the shipping, so you can try it. Yep, **free delivery with code FREESHIP**.

Because your standards are high.

And if you need a little reminder why Nouvie's worth it:

- Real sparkling white wine, crafted in Spain
- Gently de-alcoholized, not "grape juice in disguise"
- Crisp, complex, and ridiculously tasty
- Just 35 calories and 3g of sugar per glass
- Proudly pourable at parties, or just on the couch

This is your moment to try Nouvie risk-free(ish). Click below to reserve your bottle, pop the cork, and meet your new favorite pour.

[Reserve Your Bottle Now \(Free Shipping Included\)](#)

To better wine and better choices,

[Name]

[DrinkNouvie.com](#)

P.S. We've been told it's "a dream come true," "unreal," and "better than most alcoholic wines."

All we're missing is your review. [Reserve Your Bottle Now](#)

P.P.S. This offer's only around for a hot second. Once it's gone, so is the free ride.