

Nouvie Brand Messaging, Paid Ad Copy & Lead Generation PDF Outline

We're taking a prospect on a journey to help them know, like, and trust Nouvie. Our goal is to use words that connect. Showing empathy gets attention and builds trust. To get a prospect to like Nouvie, we need to: Fan ambitions, validate frustrations, calm their worries, and share their struggles. We want to understand the VOC and know their obstacles, so we can show we can help solve their problems.

Nouvie Brand Messaging Playbook

The Controlling Idea

Sip a de-alcoholized sparkling white wine that honors sophistication, wellness, and celebration.

Your Ideal Customer

A wellness focused woman in her 30s who values elegance, clarity, and connection without compromise. [Data-Driven Avatar of "Mindful Madison"](#)

Voice of Customer (VOC)

Nouvie's customers want to enjoy the experience of wine without the alcohol, the questions, or the compromise. [Data-Driven VOC Details](#)

What Your Customer Wants

To feel seen, included, and sophisticated with an alcohol-free sparkling white wine that aligns with their values.

Obstacles in Their Way (Their Problems)

- **External:** Most alcohol-free wines are overly sweet, flat, or feel like a downgrade.
- **Internal:** It's frustrating when every alcohol-free wine choice forces you to choose: your wellness or your sense of belonging.
- **Philosophical:** You shouldn't have to compromise on flavor, just to skip the alcohol. You deserve a de-alcoholized wine that tastes exceptional and reflects your values elegantly.

Empathy & Authority

- **Empathy:** We understand how frustrating it is to settle for something that doesn't reflect your values or your taste. When the options feel more like a compromise than a choice, it's easy to feel left out of the moment.
- **Authority:** That's why we've crafted a premium sparkling white wine from Spain, gently de-alcoholized, that preserves the full flavor, aroma, and sophistication of the real thing, without compromise. Backed by a growing community of mindful drinkers, Nouvie offers an experience you can feel proud to pour.

How To Enjoy Nouvie

- **Step 1. Taste the Difference:** Order your sommelier-approved, de-alcoholized sparkling white wine, delivered to your front door.
- **Step 2. Pour and Savor:** Chill, uncork, and pour. Enjoy every layered sip. Whether solo or shared, this is the wine that feels like you.
- **Step 3. Wake Up Refreshed:** Enjoy rich flavor without alcohol side effects, so you can wake up clear, proud, and aligned with your lifestyle.

CTA

- **Affirmation:** Say yes to the sophistication. Say no to the regret.
- **Direct:** Taste the Nouvie Difference (or Bring Nouvie Home)
- **Transitional [FREE DOWNLOAD]:** “5 Elegant Alternatives to Alcohol That Actually Feel Special” to position Nouvie as the #1 must-try. Understanding alcohol-free wine is generally disappointing. Alternatives include:
 - Sparkling tea, botanical elixirs, mocktails, adaptogens
 - Help redefine alcohol-free without judgment
 - [Lead-Gen Freebie](#) Outline

Successes

If You Say Yes to Nouvie, You Will...

- Feel sharp, present, and proud of what’s in your glass
- Enjoy full flavor, without the next-day regrets
- Be part of every toast, without explaining your choices
- Align your moments with your values—elegantly and effortlessly

Failures

If You Don’t, You Might...

- Settle for something that feels off, awkward, or “prune juice and vinegar”
- Miss the moment or feel like an outsider at the table
- Compromise your clarity for the sake of fitting in
- Keep waiting for “the right” alcohol-free wine that doesn’t exist

Identity Transformation

- From second-guessing to self-assured sophistication.
- From excluded to elegantly in control.
- From “I’ll just have water” to “This feels like me.”
- From socially hesitant to confidently included.

Nouvie Brandscript

At Nouvie, we understand that you want to feel confident and included, especially in the moments that matter most.

You care about what goes in your glass. You want something that reflects your taste, your values, and your lifestyle. Something that doesn't ask you to explain yourself or compromise on sophistication, wellness, or values.

The trouble is, most alcohol-free options don't rise to the occasion. They are too sweet, too obvious, or simply disappointing. And when your only option is sparkling water or sugary soda, it is easy to feel like you are missing out or like you do not belong.

Crafted in Spain, our 750ml de-alcoholized sparkling white opens with bright aromas of elderflower, citrus, and stone fruit, followed by a soft, lively palate and a crisp mineral finish. Elegant, refreshing, and celebration-ready.

We believe that choosing not to drink should never mean sitting out the celebration. You deserve a wine experience that feels just as elegant, flavorful, and joyful without the alcohol.

That is why we created Nouvie. A premium, de-alcoholized sparkling wine crafted from real Spanish wine and refined through methods that preserve its complexity, aroma, and sophistication. It is everything you love about wine, minus the part that does not serve you.

Here's your path to a better pour:

First, taste the Nouvie difference. Order your sommelier-approved, de-alcoholized sparkling white wine and have it delivered to your door.

Next, pour and savor. Chill, pop, and pour. Enjoy every layered sip. Whether solo or shared, this is wine that reflects your values and your taste.

Finally, wake up refreshed. Experience full flavor without the side effects. Wake up clear, confident, and completely aligned with the way you live.

You no longer have to choose between wellness and celebration. With Nouvie, *you get both*.

Order your sommelier-approved, de-alcoholized sparkling white wine today and enjoy a pour that feels as intentional as your lifestyle. ***Clear, proud, and completely aligned.***

Short Nouvie Brandscript

Most alcohol-free options don't rise to the occasion. They are too sweet, too obvious, or simply disappointing. Nouvie delivers everything you love about wine: complexity, aroma, and sophistication, without the alcohol, sugar spikes, or next-day fog.

Crafted from real Spanish wine and delicately de-alcoholized, it's rich in flavor, beautifully bottled, and made to blend in at any gathering.

With fewer calories, no added sugar, and elegant packaging, Nouvie lets you feel good about what you're sipping and even better about how you'll feel tomorrow.

Order your sommelier-approved, de-alcoholized sparkling white wine and enjoy a pour that feels as intentional as your lifestyle. Clear, proud, and completely aligned.

Novie Elevator Pitches

1. Most alcohol-free wines are too sweet, awkward, and disappointing. Nouvie is a premium, de-alcoholized sparkling wine crafted from real Spanish wine and designed to preserve flavor, aroma, and elegance. Finally, you can raise your glass with confidence and feel fully included in every moment without compromising your clarity or values.
2. Choosing wellness often means giving up the flavor and experience of wine. Nouvie solves this by offering a sommelier-level, de-alcoholized sparkling wine that's clean, intentional, and full of flavor. You get to feel good about what you're drinking while still savoring the experience of celebration.
3. In social settings, skipping alcohol can make you feel left out or like you need to explain your choice. Nouvie offers an elegant, sommelier-level, alcohol-free wine experience that looks, feels, and tastes just like the real thing. You feel seen, included, and empowered and able to enjoy the moment on your terms.

Novie One-Liner

Most alcohol-free wines taste like prune juice and vinegar. Nouvie delivers sommelier-level elegance without the alcohol, so you can celebrate with clarity and confidence.

Paid Ad Copy Suggestions

1. **You shouldn't have to choose between celebration and clarity.** Nouvie is a sparkling white wine made from real Spanish wine, gently de-alcoholized, to preserve the sophistication, aroma, and taste, without the alcohol. CTA: Bring Nouvie Home

2. **Finally, an alcohol-free wine that actually tastes like wine.** Crafted in Spain, Nouvie opens with notes of elderflower and citrus, followed by a crisp, mineral finish. Elegant. Satisfying. Celebration-worthy. CTA: Taste the Nouvie Difference
3. **You've outgrown sparkling water at special occasions.** Nouvie lets you raise a glass that feels like you: refined, clear, and completely uncompromised. No alcohol. No sugar rush. No need to explain. CTA: Celebrate Without Compromise
4. **Still reaching for sparkling water at special occasions?** There's a better way to sip. Get our free guide: *5 Elegant Alternatives to Alcohol That Actually Feel Special* — and discover drinks that reflect your lifestyle. CTA: Download the Free Guide
5. **You shouldn't have to compromise on taste.** Discover 5 non-alcoholic options that feel elevated, indulgent, and totally aligned with you. Download your free PDF now: "5 Elegant Alternatives to Alcohol That Actually Feel Special" CTA: Get the Guide

Lead Generator PDF Outline

Title: 5 Elegant Alternatives to Alcohol That Actually Feel Special

Freebie Purpose: Capture leads, build an email list, and provide a beautifully curated list of sophisticated alcohol-free options that feel indulgent and align with mindful living. Softly position Nouvie as the premium #1 choice.

Design: The guide should feel like a lifestyle magazine she'd actually want to flip through with beautiful photography, clean layout, and visuals that help her see herself in every moment.

1. Cover Page

- Beautiful photography
- Title: 5 Elegant Alternatives to Alcohol That Actually Feel Special
- Subtitle: Mindful indulgence meets refined taste
- Visual: Elegant table setting or sparkling glassware
- Nouvie branding

2. Introduction

- Start with a short note welcoming the reader. Acknowledge that she's making a more mindful choice, whether for a night, a season, or a new chapter.
- Call out the problem: most NA drinks feel like an afterthought.
- Then promise the solution: here are five options that actually feel good. Beautiful. Sophisticated. Worthy of your time and taste.

3. The 5 Alternatives

Each drink gets its own mini-section. For each one, include:

- What it is. e.g., Sparkling Teas, Botanical Elixirs, etc.
- Why it feels special: sophistication, ingredients, how it's served, the vibe
- How to enjoy it: Great for a night in, dinner with friends, a mindful morning
- Nouvie's Note: A short insight or tip that ties back to Nouvie's philosophy of clarity, wellness, and intention

- Be sure to include Nouvie Sparkling White as one of the five. Place it wherever it flows naturally, either as the first “go-to” or saved for the final “this one changes everything” moment.

4. Offer a little extra value:

This is an optional bonus:

- How to set up a gorgeous alcohol-free [or mocktail] drink station
- Glassware, styling ideas, simple garnishes
- Maybe even a playlist or mood-setting tip

5. Final Page

You don’t have to choose between celebration and self-respect. Nouvie is an elegant option that makes it possible to have both.

Call to action: Taste the Nouvie Difference (button - link to shop)