

# Nouvie Email Drafts

## PRE-SALE DRIP SERIES

### EMAIL 1: Order Reservation Confirmation

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** Your Nouvie Pre-Order Is Reserved 🍷🥂

**Preview Text:** Thanks for saying yes to a better kind of wine.

Your Nouvie order is officially reserved, [First Name]!

**Welcome to the celebration** ✨

Right now, your bottle is getting the VIP treatment to make sure it's absolutely worth the wait. When it's ready, you'll be among the first to pop a bottle.

Got questions? Want to say hi? Just hit reply. We're real people behind the scenes and we would love hearing from you.

We're so excited for you to experience Nouvie, a wine that honors your taste *and* your values.

Cheers to clear mornings, elevated sips, and unapologetically high standards,

[Name]

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

**P.S.** We love a trend that lets you sip smarter *and* wake up fresher. Say hello to *zebra striping*.

[Read about it here →](#)

## EMAIL 2: Behind the Scenes at Nouvie

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** A Little 🧐 Behind the Bottle

**Preview Text:** [First Name Personalization], your pour is coming together beautifully.

[First Name],

While you wait for your sparkling bottle of Nouvie, we thought you'd like a little behind-the-scenes update.

Right now, we're putting the final touches on the label design. We're obsessing over the details to make sure the bottle is as elegant and intentional as the wine inside. From the label lettering to the bottle's silhouette, we want Nouvie to feel just as beautiful in your hand as it does on your table.

Since you're one of the first to say "yes" to Nouvie, we thought you deserved a peek behind the scenes.

[Include photos of the bottle with the label, label sketches, behind the scenes process, or first designs. If feasible, show the label and/or bottle design process and make the recipient feel like they are involved in the behind the scenes process.]

Thank you for being one of the first to believe in Nouvie. We can't wait to get it to your door!

You'll hear from us again soon with more updates.

To feel good sips,

[Name]

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

**P.S.** Curious how Nouvie is made? If you're curious about what happens between vineyard and glass, our blog has all the behind-the-scenes details. [Read the blog post here →](#)

**P.P.S.** Curious what to serve with your first glass? Check out our favorite Nouvie pairings. [Read the article here →](#)

## EMAIL 3: Lifestyle & Celebration Content

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** Your Bottle is Coming. Make It Magical. 🥂

**Preview Text:** Tips to enjoy Nouvie wine like the celebration it is.

You've already done the hard part, [first name personalization], by making a choice that you can feel *proud to pour*.

Now, here's how to make your first pour feel extra special:

### **Chill it to perfection**

Pop your bottle in the fridge until it hits 45–55°F. That's the sweet spot for bright, crisp flavor.

### **Pair it well**

Nouvie shines solo, but it's also stunning alongside oysters, light cheeses, grilled seafood, or a classic charcuterie board.

### **Set the vibe**

Light a candle, cue your favorite playlist, or gather a few friends. Whether it's a quiet evening or a big toast, you deserve to make it a moment.

Crafted in Spain, Nouvie opens with bright aromas of elderflower, citrus, and stone fruit. It's got a soft, lively sparkle and a clean, mineral finish that feels just as special as it tastes.

***"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."*** – Gianna, Chicago, IL

[Optional: Include a link to watch a video testimonial if we have one]

We'll be in touch soon with more updates. Your first pour is getting closer.

To elevated moments ahead,

[Name]

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

**P.S.** Curious how NA wine can actually support your wellness? Check out our post on the surprising health benefits (like better sleep and even bone health). [Read it here →](#)

## EMAIL 4: Shipping Update

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** It's Almost Pour Time 🍷

**Preview Text:** Your Nouvie is nearly here...and we made you a playlist to set the vibe.

We've got exciting news, [first name personalization].

Nouvie bottles are officially en route to our warehouse! 🎉

That means it won't be long before your celebration-ready wine is *on its way to your doorstep*.

We'll keep you posted as we move through the final steps, but in the meantime, we wanted to share a little something to elevate the wait.

### 🎵 **Sip in Style: Your Nouvie Music Playlist Is Here**

Whether you're planning a cozy night in or a low-key dinner with friends, we've curated a playlist to match the vibe. Think modern elegance, smooth energy, and just enough sparkle.

<link> Listen on Spotify → [Build the Spotify playlist and link the text, "Listen on Spotify" to the Spotify playlist. Be sure to test the link.]

Thanks for being on this journey with us. We truly can't wait for you to experience Nouvie.

Raising a glass with you,

[Name]

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

**P.S.** Know someone who'd love Nouvie? [Send them a little sparkle and joy →](#)

## EMAIL 5: Sipping Soon!

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** 🥂 So Close You Can Almost Taste It

**Preview Text:** Your bottle's getting prepped. It won't be long now...

This is it, [first name personalization].

The moment you've been waiting for is *almost* here! Our team is carefully packing up your bottle of sparkling Spanish white, and soon it will be heading your way.

Keep an eye out for your shipping confirmation with tracking info. It's coming very soon.

In the meantime...

We've been loving the first reactions from early tasters. The "WOW"s, the "Wait... this is non-alcoholic?"

And we'd love for you to join the fun.

When your bottle arrives, tag us on [Instagram](#) (@drinknouvie) or [Facebook](#) to show us how you're sipping Nouvie.

Snap your pour, show us your table setup, or just share your beautiful smile. We'd love to see how Nouvie fits into your world.

Can't wait to toast with you,

[Name]

[DrinkNouvie.com](#)

**P.S.** Want to hear what others are saying? [Check out what early tasters are saying →](#) [link to Facebook or to videos of people taking a first sip and loving it.]

**P.P.S.** The next email we send will have tracking details. It's almost time. 🥂

## EMAIL 6: Your Order Is On The Way!

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** 🍷 Your Order Has Been Shipped!

**Preview Text:** Refreshing sophistication is on its way to your front door.

[First name personalization],

Your taste buds are about to be *very happy*.

Your Nouvie order is officially on the move and we're counting down the days until your first sip.

This isn't just another delivery. It's a little luxury, a moment of intention, and a reminder that you never have to compromise on taste or lifestyle again.

**[Tracking Info Link or Button Here]**

Whether you're toasting something big or just winding down after a long day, we hope Nouvie adds something meaningful to your moment.

Sip soon,

[Name]

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

**P.S.** We'd love to see your first pour. 📸 Snap a pic and tag us on [Instagram](#) or [Facebook](#).

**P.S.S.** Know someone who'd love to skip the buzz without sacrificing the experience? [Share this with a friend →](#)

## Email 7: Delivery Confirmation

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** ✨ Pop. Pour. Savor. Nouvie Just Arrived.

**Preview Text:** Your wine is here, [First name personalization]. Time to chill, sip, and celebrate without compromise.

[First name personalization],

Your bottle of Nouvie has arrived and *so has your moment*.

Chill it to a refreshing 45 to 55 degrees, pour it into your favorite glass, and enjoy every flavorful sip. This is real sparkling wine, crafted with intention and care, without the alcohol.

Whether you're winding down solo or raising a glass with friends, this is your time to sip with intention and feel good doing it.

Need a little inspiration? We have pairing ideas, serving tips, and more to help you create a beautiful moment.

### [How to Serve and Celebrate with Nouvie](#)

[Include a beautiful, clickable blog post feature image that links to this blog post:

<https://www.drinknouvie.com/blogs/news/the-art-of-pairing-non-alcoholic-wine-with-food-a-delightful-journey-for-your-palate>]

Here's to your first sip,

[Name]

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

**P.S.** Have any questions about your order? Just reply to this email. We are happy to help and make sure everything is perfect.

## Email 8: Your First Sip Moment

**From Name:** [First Name] from Nouvie Wine

**From Email:** [name@drinknouvie.com]

**Subject Line:** We're Dying to Know

**Preview Text:** Had your first sip yet? Did Nouvie live up to the hype?

Have you had a chance to try Nouvie yet, [first name personalization]?

Whether you toasted solo, marked a moment, or passed a bottle around the table, we hope your first sip felt just as good as it tasted.

We pour a lot of care into every bottle, and now we would love to hear what you think.

Did it surprise you? Did someone ask where you got it? Did it pair beautifully with your favorite dish? Tell us about your Nouvie moment.

Share your story with others who are choosing to sip more mindfully.

Snapped a pic? [Tag us on Instagram](#) or just reply to this email and let us know. We are all ears and full hearts.

Here's a quick video from a fellow Nouvie sipper.

[Include video thumbnail image and link to watch the testimonial video]

To your moment,

[Name]

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

**P.S.** Loved your first sip? Go ahead and grab another or surprise a friend who would love it just as much. [Place an order →](#)

**P.P.S.** Want more ideas, flavor inspiration, and more pairing ideas? Follow us on [Instagram](#) or [Facebook](#). We would love to stay connected.