

# Some Good Clean Fun

WINE CLUB: MAKE IT NON-ALCOHOLIC

## Review: A Holy Grail Non-Alcoholic Pinot Noir That's Only \$15

Make It Non-Alcoholic, October 30

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**Non-alcoholic wine is getting expensive, but this week, I found a serious holy grail for only \$15!**

Divin is yet another non-alcoholic wine brand emerging from France to the North American market and I couldn't be happier. Their pinot noir and sauvignon blanc were awarded 92 points by Falstaff, and 96 points at the London Wine Fair. Today we're tasting the Vigneron pinot noir to see how it stacks up as a Thanksgiving and holiday wine option.



**Divin** is based in the heart of Touraine, in the Loire region in France.

According to their marketing materials “they oversee every step—from vine to dealcoholization—to craft authentic wines”. I was pleasantly surprised to discover they cultivate 100 hectares of vines on the Loire River, which is then turned into their dealcoholized wines.

This is one of the unique aspects I love about European non-alcoholic wines, with many brands being made in a closed eco-system → wines produced from a wineries own legacy vineyards. Without getting too much into specifics, many non-alcoholic wine brands are produced by a parent brand buying bulk wine to dealcoholize, rather than planting and producing from their own vineyards. This doesn't mean it's a bad thing, its actually the economical force behind why the category has grown so much.

Divin has two collections, an Origine and more recently their Vigneron collection, with a Sauvignon Blanc produced in 2022 and a Pinot Noir in 2024. Both varietals thrive in that region, and Divin's commitment to continually improving their wines had me very excited to try them.

Here's my take on the pinot noir, which is 97% dealcoholized pinot noir from the Loire and was aged for four months in French oak before being dealcoholized.

## **Aroma**

Divin Pinot Noir has a great aroma. On the nose, there's dark cherry, tannins and earth and it really smells like a Loire pinot noir. I wouldn't think anyone doing a blind aroma test would know this was non-alcoholic.

## **Mouthfeel & Experience**

I couldn't quite put my finger on a descriptor for this, so I'm going to settle for grippy but smooth. It's not thin or too light, considering it's a pinot, and has just the right weight all the way through. Sometimes non-alcoholic wines drink thin or flabby, and it's obvious there's something lacking, but this one really nailed the pinot noir characteristics.

There was also a few flakes of sediment in the glass, which I enjoyed, because it's just a reminder that wine is an agricultural product and it felt like this bottle was just so much closer to the land than some other mass manufactured highly-filtered wines.

## **Taste**

I texted a friend in the industry and said "I'm OBSESSED!" with the Divin pinot. I really can't get over how good it is. One thing I learned last week while working at an Austrian wine fair is just how hard it is to get a single-varietal non-alcoholic wine right for lighter grape varietals, which is why so many of wines in this category are blends. But the Divin pinot is sensational. Lots of soft, lightly dry tannins, balanced out with red fruit, dark cherry and oak notes. A little hint of balsamic which I just loved!

There IS 4g sugar per 5oz glass, which is mid-range for acceptable sugar levels for me. I don't like to see anything much higher than that.

## What to pair it with

I mean, what doesn't pair well with a good pinot noir? White fish, fresh goat cheese salad, mushroom risotto or a soft cheese plate. Or even just a good book on it's own!

## Overall

I really love this non-alcoholic red, more than I expected. I can see why the London Wine Fair gave it 96 points. I'm awarding it 97 points, because it's clear there's incredible quality winemaking that has gone into this bottle and I think it really stands out on it's own amongst similar brands.

## Where to buy Divin Vigneron

In the U.S. Divin is [available through Total Wine](#) (I'm not sure if all of them have it or only select stores) for \$15 which is an absolute STEAL. I'm serious. Buy this by the case if you can.

In Canada, my good friend Alex sells it [through SommZero for \\$23 Cdn](#). Also a huge steal of a deal for the quality. I recommend stocking up on this for the holidays. Also, *thank you to Alex for the sample and for introducing me to Divin!*

**Score: 97**

I'd love to hear below if you tried this and what you think of it.

**\*\*One note for paid subscribers before I go:** you'll be seeing two emails from me in your inbox each week. The first is an email that goes just to you, the paid subscribers, with the weekly wine review (as long as I have one that week). The second is the usual Friday email that goes to everyone, and will include lots of other things besides a link to the weekly wine review.

Have a great weekend!

-Sarah Kate

## **How I rank wines (based on IWSC standards):**

95 to 100 - An excellent drink with a great personality. An example that stands out among its peers

90 to 94 - An accomplished drink with considerable personality, character and complexity. A classic example of its style or variety.

85 to 89 - A perfectly well-made drink which provides an enjoyable drinking experience.

80 to 84 - An acceptable but simple drink, lacking distinction.