

THE MAGAZINE OF THE NAPA VALLEY

NAPA VALLEY

PEOPLE + STYLE + FOOD + SCENE + HOME

Life

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VIRGIN VINEYARD GRAPE JUICE

Napa Valley entrepreneurs, Valentin and Nanette Humer, feel they have found the perfect non-alcoholic alternative to a chardonnay. The refreshing virgin vineyard grape juice – NAPA™ VinJus makes its debut this month at several Napa Valley establishments.

This healthy new drink is an alternative for customers who want something better than soda, water or power drinks with never-ending ingredients according to the Humers.

"We keep it simple & delicious—one drink, one ingredient—virgin vineyard grape juice. Nothing more," said Valentin Humer, founder of Food & Vine, Inc.

Humer claims his new non-alcoholic aperitif has many health benefits. Because it is made up solely of early picked Napa Valley varietals, such as Chardonnay, virgin grape juice is half the calories of a glass of wine and half the sugar of regular grape juice.

"It also stimulates the appetite and helps digest food better while offering a clean, fresh taste," he said. "It's a unique balance of crisp, tart and sweet, lingers with a hint of green apple, honeysuckle, wildflower and lavender."

"This is one more great thing we can squeeze out of a grape," said Nanette, who's company also produces Salute Sante Grapeseed Oil.

Food & Vine, Inc. plans to expand its production to the wine regions of the world, including Australia, Italy and France. As the world's wine industry is growing; the vineyards are growing even faster.

"Working in concert with the wine industry, we can create an opportunity to extend their season by harvesting early, utilize their equipment and expertise to create this new beverage which is yet another example of a commitment to our green philosophy and practices," added Valentin.

You can find NAPA™ VinJus at Vallergas, JV Warehouse, Julia's Kitchen at Copia, Go Fish Restaurant, The Bounty Hunter, Zuzu's Tapas Bar, The Culinary Institute of America, Castilla de Amorosa, Silverado Country Club, and Folio Enoteca & Winery, just to mention a few...and also available online at www.napavinjus.com

FOR MORE INFORMATION GO TO
WWW.NAPAVINJUS.COM OR CALL 707-251-3900.



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this product.

