

PRIMA PAVÉ

Italy's most awarded non-alcoholic wine — fully 0.0%

Prima Pavé is an award-winning line of alcohol-free wines handcrafted in Italy from premium, sustainably farmed grapes. Developed by wine professionals to be balanced and food-friendly — never the sweet, artificial grape juice of old — each wine is blended from Italian varietals and fully dealcoholized through a proprietary, additive-free method. With over 40 medals at the world's leading competitions, Prima Pavé is poured by Four Seasons, Eleven Madison Park, Eataly and Bloomingdale's. Zepeim is your US distributor.

ITALY'S MOST AWARDED

Over 40 medals — SF International, IWSC and Sommeliers Choice Awards.

FULLY 0.0%

Real Italian wine, 100% of the alcohol removed by an all-natural method.

NO ADDED SUGAR

Terroir-driven and food-friendly — dry, structured, never artificial.

FINE-DINING TRUSTED

Poured by Four Seasons, Eleven Madison Park, Eataly and Bloomingdale's.

NINE WINES · 750ML CASES OF 12 · 200ML CASES OF 24

The Range

WINE	STYLE	MSRP/BTL	TIER / ROLE
Grand Cuvée 2nd Ed.	Sparkling · 750ml	\$44.99	Reserve · prestige cuvée
Blanc de Blancs	Sparkling · 750ml	\$34.99	Core · Gold medal
Rosé Brut	Sparkling · 750ml	\$34.99	Core · Gold medal
Rosé Dolce Demi-Sec	Sparkling · 750ml	\$34.99	Core · demi-sec
Bianca D'Or	Still white · 750ml	\$34.99	Core · Gewürz/Pinot Grigio
Fiamma	Still red · 750ml	\$34.99	Core · Susumaniello
Blanc de Blancs	Sparkling · 200ml	\$12.99	Core · single-serve (24)
Rosé Brut	Sparkling · 200ml	\$12.99	Core · single-serve (24)
Rosé Dolce Demi-Sec	Sparkling · 200ml	\$12.99	Core · single-serve (24)

All wines: 0.0% ABV · vegan-friendly · no added sugar · handcrafted in Italy · serve chilled.

PRIMA PAVÉ · 0.0% ABV · RESERVE

Grand Cuvée 2nd Edition

Sparkling · 25.4 fl oz (750 ml)

SIGNATURE ROLE
Special Occasion



PRIMA PAVÉ'S PRESTIGE CUVÉE — THE MOST COMPLEX, AGE-WORTHY EXPRESSION IN THE RANGE.

— TASTING PROFILE

Appearance: deep gold with a delicate, persistent mousse. Nose: baked apple, brioche, almond and citrus zest. Palate: layered orchard fruit, toasty depth and a fine, creamy bead with elegant acidity. Finish: long, dry and refined.

— HOW TO SERVE

Serve well chilled (42–46°F) in a white-wine glass or flute. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

caviar and oysters; lobster and scallops; aged hard cheeses; celebration and gifting; tasting-menu pairings.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Premium Italian sparkling blend (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	4.5 g / 150ml
CALORIES	~28 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (12)	SKU SSW0003-007-01-CS
MSRP	\$44.99/btl · \$540/case

ABOUT PRIMA PAVÉ Handcrafted in Italy from premium grapes, fully dealcoholized by an all-natural method — Italy's most awarded non-alcoholic wine with 40+ medals, poured by Four Seasons, Eleven Madison Park and Eataly. Zepeim is the US wholesale distributor.

PRIMA PAVÉ · 0.0% ABV · CORE

Blanc de Blancs

Sparkling · 25.4 fl oz (750 ml)

SIGNATURE ROLE
Aperitif & Seafood



A CRISP, MINERAL-DRIVEN ITALIAN SPARKLING WHITE — DRY AND BUILT FOR THE TABLE.

— TASTING PROFILE

Appearance: pale straw with a fine, persistent bead. Nose: white peach, green apple, delicate floral notes. Palate: bright citrus, orchard fruit, honeydew, kiwi and elderflower over fine bubbles and balanced acidity. Finish: clean, dry and refreshing.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute or white-wine glass. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

oysters; sushi and shellfish; salads and fresh vegetables; goat cheese and brie; light pasta dishes.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Italian white varietals (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	4.65 g / 150ml
CALORIES	~27 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (12)	SKU SSW0003-006-01-CS
MSRP	\$34.99/btl · \$420/case

ABOUT PRIMA PAVÉ Handcrafted in Italy from premium grapes, fully dealcoholized by an all-natural method — Italy's most awarded non-alcoholic wine with 40+ medals, poured by Four Seasons, Eleven Madison Park and Eataly. Zepeim is the US wholesale distributor.

PRIMA PAVÉ · 0.0% ABV · CORE

Rosé Brut

Sparkling · 25.4 fl oz (750 ml)

SIGNATURE ROLE
Aperitivo & Brunch



A DRY ITALIAN SPARKLING ROSÉ — CRISP ACIDITY, RED BERRY AND A FINE, PERSISTENT BEAD.

— TASTING PROFILE

Appearance: pale salmon-pink with a fine mousse. Nose: red berries, rose petal and citrus. Palate: crisp red berry and pomegranate with bright acidity and fine bubbles. Finish: dry, clean and refreshing.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute or white-wine glass. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

charcuterie and cured meats; grilled shrimp and salmon; strawberries and soft cheeses; spicy and Asian dishes; aperitivo and brunch service.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Italian rosé blend (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	4.65 g / 150ml
CALORIES	~27 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (12)	SKU SMW0003-004-01-CS
MSRP	\$34.99/btl · \$420/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Rosé Dolce Demi-Sec

Sparkling · 25.4 fl oz (750 ml)

SIGNATURE ROLE
Brunch & Dessert



A DEMI-SEC ITALIAN SPARKLING ROSÉ — RIPE BERRY, GENTLE SWEETNESS, FINE BUBBLES.

— TASTING PROFILE

Appearance: bright pink with a lively bead. Nose: ripe strawberry, red cherry and rose. Palate: ripe berry fruit with a gentle, balanced sweetness and fine effervescence. Finish: soft, fruit-forward and approachable.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute or white-wine glass. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

brunch and breakfast pastries; fruit and dessert courses; spicy dishes; soft and creamy cheeses; celebrations and toasts.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Italian rosé blend (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	higher (demi-sec) / 150ml
CALORIES	~30 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (12)	SKU SMW0003-005-01-CS
MSRP	\$34.99/btl · \$420/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Bianca D'Or

Still White · 25.4 fl oz (750 ml)

SIGNATURE ROLE
The Table White



A DRY, AROMATIC ITALIAN STILL WHITE — GEWÜRZTRAMINER AND PINOT GRIGIO, BUILT FOR FOOD.

— TASTING PROFILE

Appearance: bright gold, still. Nose: delicate floral aromas, stone fruit and hints of lychee. Palate: bright orchard fruit and subtle tropical notes with refreshing acidity and a silky texture. Finish: clean, dry and elegant.

— HOW TO SERVE

Serve chilled (40–45°F) in a white-wine glass. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

seafood risotto; pasta carbonara; grilled vegetables; aged blue cheese; light vegetable-forward dishes.

DETAILS

STYLE	Still White wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Gewürztraminer & Pinot Grigio (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	3.75 g / 150ml
CALORIES	~16.5 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free wine (dealcoholized), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (12)	SKU SWW0003-003-01-CS
MSRP	\$34.99/btl · \$420/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Fiamma

Still Red · 25.4 fl oz (750 ml)

SIGNATURE ROLE
The Table Red



A STRUCTURED, FOOD-DRIVEN ITALIAN STILL RED FROM THE RARE SUSUMANIELLO GRAPE — DRY, WITH REAL TANNIN.

— TASTING PROFILE

Appearance: deep ruby, still. Nose: dark berries and subtle spice. Palate: dried plum, blackberry, blueberry, cocoa and cardamom with soft tannins and balanced acidity. Finish: dry, smooth and persistent.

— HOW TO SERVE

Serve 55–60°F (slightly chilled / cellar) in a red-wine glass. Pours as a welcome glass, a by-the-glass feature, or a full bottle.

— PAIRS WITH

rack of lamb; pasta with meat ragù; stuffed eggplant; seared tuna; cured meats and semi-hard cheeses.

DETAILS

STYLE	Still Red wine
FORMAT	25.4 fl oz (750 ml)
CASE	12 bottles
ORIGIN	Italy
GRAPES	Susumaniello (Puglia, Southern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	3.75 g / 150ml
CALORIES	~18 kcal / 150ml
DIET	Vegan-friendly, no added sugar, Non-GMO
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, sulfites; Non-GMO certified

LOGISTICS & PRICING

Case (12)	SKU SWW0003-004-01-1-CS
MSRP	\$34.99/btl · \$420/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Blanc de Blancs 200ml

Sparkling · 6.8 fl oz (200 ml)

SIGNATURE ROLE
By-the-Glass Pour



THE CRISP, MINERAL BLANC DE BLANCS IN A SINGLE-SERVE 200ML — BY-THE-GLASS WITH NO OPEN-BOTTLE WASTE.

— TASTING PROFILE

Appearance: pale straw with a fine bead. Nose: white peach, green apple, delicate floral notes. Palate: bright citrus, orchard fruit and elderflower over fine bubbles. Finish: clean, dry and refreshing.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute. The 200ml single-serve suits by-the-glass pours, events and minibars with no open-bottle waste.

— PAIRS WITH

oysters and shellfish; salads; goat cheese; passed canapés; events and room service.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	6.8 fl oz (200 ml)
CASE	24 bottles
ORIGIN	Italy
GRAPES	Italian white varietals (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	4.65 g / 150ml
CALORIES	~27 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (24)	SKU MSW0003-001-01-CS
MSRP	\$12.99/btl · \$312/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Rosé Brut 200ml

Sparkling · 6.8 fl oz (200 ml)

SIGNATURE ROLE
By-the-Glass Pour



THE DRY ROSÉ BRUT IN A SINGLE-SERVE 200ML — PERFECT FOR APERITIVO, EVENTS AND MINIBARS.

— TASTING PROFILE

Appearance: pale salmon-pink with a fine mousse. Nose: red berries, rose petal and citrus. Palate: crisp red berry with bright acidity and fine bubbles. Finish: dry, clean and refreshing.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute. The 200ml single-serve suits by-the-glass pours, events and minibars with no open-bottle waste.

— PAIRS WITH

charcuterie; grilled shrimp; soft cheeses; passed bites; aperitivo and brunch.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	6.8 fl oz (200 ml)
CASE	24 bottles
ORIGIN	Italy
GRAPES	Italian rosé blend (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	4.65 g / 150ml
CALORIES	~27 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (24)	SKU MMW0003-001-01-CS
MSRP	\$12.99/btl · \$312/case

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PRIMA PAVÉ · 0.0% ABV · CORE

Rosé Dolce Demi-Sec 200ml

Sparkling · 6.8 fl oz (200 ml)

SIGNATURE ROLE
By-the-Glass Pour



THE FRUIT-FORWARD DEMI-SEC ROSÉ DOLCE IN A SINGLE-SERVE 200ML —
BRUNCH, DESSERTS AND EVENTS.

— TASTING PROFILE

Appearance: bright pink with a lively bead. Nose: ripe strawberry, red cherry and rose. Palate: ripe berry fruit with a gentle, balanced sweetness and fine effervescence. Finish: soft, fruit-forward and approachable.

— HOW TO SERVE

Serve well chilled (40–45°F) in a flute. The 200ml single-serve suits by-the-glass pours, events and minibars with no open-bottle waste.

— PAIRS WITH

brunch pastries; fruit and desserts; spicy dishes; creamy cheeses; celebrations.

— AWARDS

Gold medal — San Francisco International Wine Competition and Sommeliers Choice Awards.

DETAILS

STYLE	Sparkling wine
FORMAT	6.8 fl oz (200 ml)
CASE	24 bottles
ORIGIN	Italy
GRAPES	Italian rosé blend (Northern Italy)
ABV	0.0% (non-alcoholic)
PROCESS	Real wine, all-natural dealcoholization
SUGAR	higher (demi-sec) / 150ml
CALORIES	~30 kcal / 150ml
DIET	Vegan-friendly, no added sugar
INGREDIENTS	Alcohol-free grape beverage (from wine dealcoholization), grape must, carbon dioxide, sulfites

LOGISTICS & PRICING

Case (24)	SKU MMW0003-002-01-CS
MSRP	\$12.99/btl · \$312/case

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