



RED VIBE®  
RED VIBE

TASTE THE NEW  
VIBE FOR YOUR  
APERITIF TIME

THE LIGHTLY  
ALCOHOLIC  
SPARKLING  
APERITIF



SLIGHTLY ALCOHOLIC

2,50% Vol.

SLIGHTLY ALCOHOLIC



THE ALTERNATIVE  
BEVERAGE

READY TO DRINK

Perfect for every occasion,  
with a surprising flavor!



# IDENTIKIT

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## FORMAT

20 cl

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## COLOR

Ruby red  
Authentic color  
No colourings

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## NUTRITIONAL VALUES

Lower in calories than  
traditional aperitif drinks

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## SERVING SUGGESTIONS

Drink cold, pure, without additives

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A new addition to the market that makes your breaks both exclusive and inclusive. RedVibe is perfect for anyone looking to enjoy an unconventional and bold Italian flair experience, but in a 20cl light version.



# A NEW SENSORY EXPERIENCE

Delicate, sparkling and slightly sweet,  
with hints of berries and a touch of citrus.



# ADDITIONS?

IT'S PERFECT AS IT IS  
**ZERO**  
IT'S PERFECT AS IT IS

- Serve it **cold** (6°–8°)
- Perfect in **elegant** or **cut glassware** that enhance the drink's natural brilliance.



An appetizing drink with a low alcohol content, perfect for those who want to enjoy an **aperitif in the traditional Italian style** but with a **new and surprising flavor**. It's also **perfect for those who find classic aperitif drinks too strong but don't want to miss out on the true aperitif experience.**





# LOW/NO ALCOHOL

## A growing sector, also in Italy

The market of the so-called “No-Lo” drinks and “mocktails” has grown by 15% in volume over three years, compared with a -2.7% in the traditional sector. Non-alcoholic sales reached 31.8 million liters in 2025, 15% more than in 2022 (+9.5% for wine, +31.1% for spirits, and +31.3% for beer) and are expected to exceed 37 million liters in 2029.

Negroni	25-28% vol.
Vermouth	15-22% vol.
Red wine	12-14% vol.
Still white wine	11-13% vol.
Spritz Campari	10-12% vol.
Prosecco	10-12% vol.
Americano	11% vol.
Spritz Aperol	8-10% vol.
Hugo	8% vol.
Beer	4-6% vol.
Red Vibe	2,5% vol.
Crodino	No alcohol



Y W W H Y Y W W H Y

The **ALTERNATIVE BEVERAGE**  
that is perfect for everyone:  
men, women, adults,  
and young people over 18.

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A **NEW FLAVOR**, delicate yet full of  
character, that fits right in with the  
Italian tradition of the aperitif,  
but it's more than just that.



A **NEW PRODUCT** designed to offer  
consumers an alcoholic beverage  
that is pleasantly light.

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A captivating and **IMPACTFUL** appeal,  
distinguished by a vibrant red.

W H Y W W H Y W W



# PROMOTIONAL SUPPORT

**RedVibe is taking shape.**

And it's doing so with a display designed to catch the eye and spark curiosity.

REGISTERED TRADEMARK

# TO UNDERSTAND IT

THERE'S ONLY ONE WAY:



[redvibe.it](http://redvibe.it)

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# DRINK IT

