



Alcohol-free again, of course!

The Austrian winery Graf Hardegg in the northern Weinviertel region is launching a new variety of its wine alternative: Embrizzo Grape Kombucha Lemon Balm & Elderflower. Following the successful launch of the Hibiscus & Rosehip variety last year, the non-alcoholic range is now being expanded to include another versatile accompaniment to food. And it has already won its first international award: gold at The Global Low and No Masters by The Drinks Business.

Vienna, 10 December 2025

When Hardegg launched its first Embrizzo grape kombucha in 2024, it attracted a lot of attention as a genuine innovation in the catering industry. Finally, a dry, non-alcoholic accompaniment to food with complex aromas and a noticeable texture. Created as a 'Brut Nature', it impresses with its firm, mineral structure and precisely the style that is in demand in upscale gastronomy. However, some dishes sometimes call for a slightly fuller texture. This is exactly where the new 'Brut' variant comes in: Embrizzo grape kombucha with lemon balm & elderflower. Slightly sparkling and refined with a variety of organic herbs, it unfolds a multifaceted and elegant spectrum of aromas. Its base is a dealcoholised Grüner Veltliner from the Ried Steinbügel vineyard of the winery, which has been certified organic since 2006. The news of the gold medal awarded by The Global Low and No Masters from The Drinks Business reached the winery two weeks after the presentation in Austria. An unexpected success so soon after the market launch.

Winery owner Maximilian Hardegg: "Embrizzo is a cross-generational project that our winery manager Andreas Gruber developed together with my son Alexius. It is intended for an audience that consciously enjoys wine and is open to new things. I am delighted that we have struck the right chord." Andreas Gruber adds: 'Extracting the right flavours from the right herbs through fermentation requires patience and a spirit of experimentation. This is in line with our approach at the Hardegg estate. We are more than satisfied with the result and our first international success, and also a little proud.' The Embrizzo Grape Kombucha Lemon Balm & Elderflower is now available from the winery's online shop at guthardegg.at/shop for £16.90 for a 0.75-litre bottle.

From grape to Embrizzo. While the base wine for the rosé-coloured Embrizzo is made from organic Grüner Veltliner, Merlot and Zweigelt grapes from the Ried Steinbügel



vineyard, only Grüner Veltliner is used for the white variety. After dealcoholisation, the wine is mixed with grape juice and organic herbs that also grow in and around the vineyards for kombucha fermentation. Lemon balm and elderflower dominate the ferment, complemented by hops, lemongrass, lavender, chamomile, orange mint, aniseed, yarrow and Mühlviertel hops. To preserve its delicate and fresh bouquet, Embrizzo is preserved without artificial preservatives or heating and bottled with natural cloudiness. The Embrizzo grape kombucha process is patent pending.

This is how Embrizzo tastes. "Intense nose with exotic spices, playing between nettles, elderflower and lemon balm, followed by cardamom, lavender and mallow blossoms. On the palate, juicy light fruit, cheerful and serious at the same time, lively, finely balanced residual sweetness, accessible, very stimulating tingle. Lingering finish with a fine hint of aniseed." Daniela Dejnega, Head of Gault&Millau Wine Guide Austria.

The Graf Hardegg winery is part of the Hardegg estate in Seefeld-Kadolz in the northern Weinviertel region of Austria, not far from the Czech border. It has been certified organic since 2006. Maximilian Hardegg has been considered a pioneer of sustainable viticulture for many years, a thought leader in comprehensive biodiversity measures and a driving force. Around ten percent of Hardegg's land is dedicated to biodiversity. The winery is managed by Andreas Gruber. In 2024, the two launched Embrizzo Grape Kombucha Hibiscus & Rosehip as their first non-alcoholic and dry food accompaniment, followed in 2025 by Embrizzo Grape Kombucha Lemon Balm & Elderflower.

The Hardegg vineyards are located within a radius of about eight kilometres around the winery and extend over three vineyards. The Ried Steinbügel monopole site is characterised by calcareous sedimentary and raw rock soils with a high sand content. In addition to the wines for the two Embrizzos and the heat- and drought-resistant signature wine Viognier, Riesling, Grüner Veltliner, Roter Veltliner, Pinot Noir and – new to the range – a Merlot also thrive here. The average annual rainfall in Seefeld-Kadolz is 400 to 450 mm, which is the lower limit for grapevines. This makes soil improvement, humus formation and optimised water storage capacity all the more important.

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EMBRIZZO Grape Kombucha Lemon Balm & Elderflower

Sample request:

Winery manager Andreas Gruber: office@guthardegg.at

Price ex-winery: €16.90 incl. VAT for a 0.75 litre bottle

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