

LE TOUR

EXPLORE LE TOUR

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LE TOUR





REAL FRENCH WINE. GENTLY DEALCOHOLIZED.

Made from French grapes using traditional winemaking, then gently dealcoholized to preserve the wine's character, aroma and flavor.

The origin. The craft. The pleasure of the pour.

THE VISION

To lead a new era of wine culture—where choosing non-alcoholic wine is as sophisticated, respected, and desirable as choosing traditional wine.

Le Tour isn't just setting a new standard—it's creating a movement. We're proving that non-alcoholic wine isn't an alternative but a legitimate, premium choice for those who want the best of wine without compromise.



THE MISSION

Le Tour crafts exceptional, non-alcoholic French wines with uncompromising authenticity and quality.

Made in France and bottled on property, our wines honor traditional winemaking while redefining what it means to drink wine. We preserve the integrity of the grape varietal—because Syrah should taste like Syrah, Chardonnay should taste like Chardonnay.

Whether for celebration, performance, or everyday enjoyment, Le Tour is for wine lovers who refuse to compromise.



BRAND VALUES

HONESTY

No shortcuts, no misleading claims—just great wine, real, quality wine.

INTEGRITY

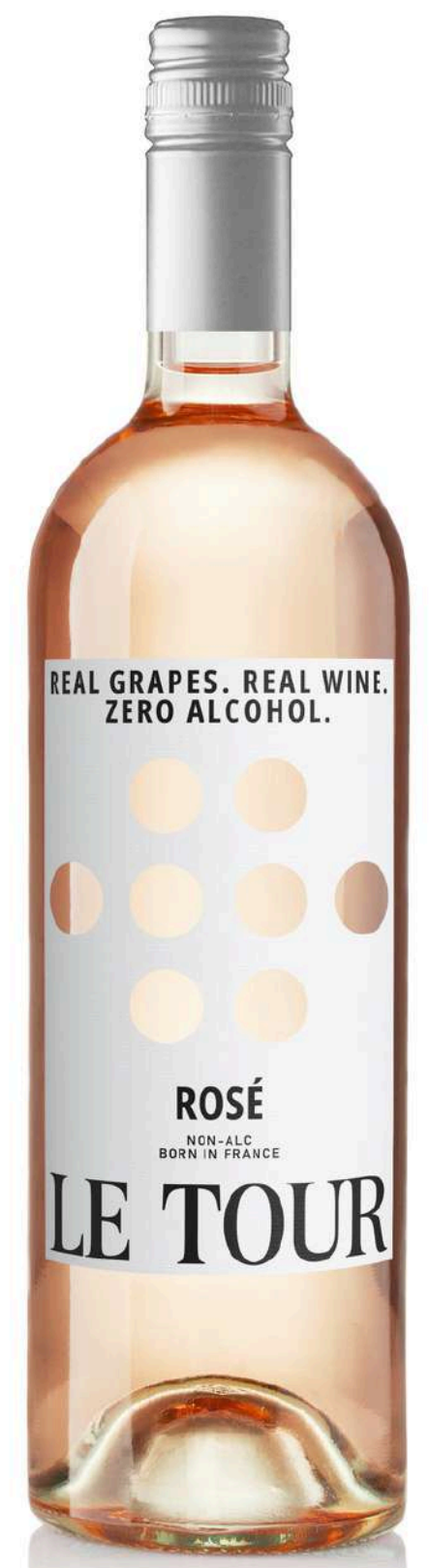
We uphold French winemaking traditions while pushing innovation.

QUALITY

We believe in uncompromising craftsmanship—if it's not good enough for traditional wine drinkers, it's not good enough for us.

INCLUSIVITY

This is for everyone—whether you're sober, sober-curious, or just want a premium wine without alcohol.



THREE WINES. YOUR OCCASION.



FRENCH RED

Blackcurrant, cherry and subtle spice.

A smooth, rounded finish.

Serve at room temperature.



STILL ROSÉ

Red berries, citrus and floral notes.
Fresh, fruity and crisp.

Serve chilled.



SPARKLING ROSÉ

Strawberry, raspberry and fine bubbles.

Bright and refreshing.

Serve well chilled.



AN INVITATION TO LINGER.

From a relaxed lunch to a carefully set dinner, Le Tour brings the familiar ritual of wine to the table.

DINNER WITH FRIENDS

A bottle to share, good conversation and an option for guests choosing non-alcoholic.

RESTAURANTS & HOSPITALITY

An elegant addition to a thoughtfully composed beverage selection.

A THOUGHTFUL GIFT. A BEAUTIFUL TOAST.

FOR SOMEONE WHO ENJOYS THE OCCASION

A considered bottle for a host, a dinner invitation or a friend who appreciates a non-alcoholic choice.

FOR MOMENTS WORTH MARKING

Sparkling Rosé brings fine bubbles to birthdays, receptions and shared celebrations.

Three styles offer different ways to make the gesture personal.





FOR ADULTS WHO CHOOSE NON-ALCOHOLIC

Enjoy the presentation, the flavor and the pleasure of sharing a bottle.

FOR WINE LOVERS CHOOSING DIFFERENTLY TODAY

A non-alcoholic option for the meal, the gathering or the evening ahead.

FOR THOUGHTFUL HOSTS

Offer adult guests a choice that feels as considered as the rest of the table.



**THE GLASS.
THE MOMENT.
THE CHOICE.**

SANTÉ

AVAILABLE THROUGH MEG

U.S. stock in Chicago | Private-label programs available

food.marketgp.com/contact

letourwines.com