

Air France introduces French Bloom to La Première cabin



French Bloom's alcohol-free sparkling rosé

For the first time, [Air France](#) is offering passengers traveling in its La Première cabin an alcohol-free sparkling rosé wine by the brand [French Bloom](#). Selected by Xavier Thuizat, Meilleur Sommelier de France in 2022 and Air France's head sommelier, this new product complements the selection of alcohol-free beverages available on board.

Developed in harmony with nature and certified organic, French Bloom's 0.0 percent alcohol sparkling rosé offers a light, low-calorie beverage. From the rigorously selected grape to bottling the end product, this sparkling wine results from a precise blend of Chardonnay, complemented by a touch of Pinot Noir, all de-alcoholized and made from 100 percent natural ingredients. It contains no colorants, preservatives, sulphites or added sugars.

"The nose is remarkably complex, revealing enchanting notes of pomegranate and verbena. La Première guests will be pleasantly surprised by the elegance and finesse of the bubbles which are a delight to the palate, adding a touch of gourmet indulgence to the red fruit notes," said Xavier Thuizat, Air France's head sommelier.

This onboard addition complements the selection of wines, champagnes, spirits and French beers carefully chosen by Thuizat, as well as the onboard cocktail menu – comprising alcoholic and alcohol-free cocktails – created by renowned mixologist Matthias Giroud.