

Food Accademia introduces Italian alcohol-free Bella drink to GTR



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[Food Accademia](#) is bringing [Bella Italian Fashion Drinks](#), a collection of alcohol-free, wine-alternative drinks, to travel retail.

According to a press release, "Bella is a luxurious collection of sparkling white, rosé and red non-alcoholic drinks designed to appeal to every palate and taste. Bella offers all the appeal of Italy's finest and most renowned sparkling wines, without alcohol."

The range includes eight products: Bella Dream Gold, Bella Dream Pink, Bella Dream Black, Bella Dream Style, Bella Style ZeroZero, Bella Glamour, Bella Glamour ZeroZero. The latter is also available in 200ml and 250ml cans.

"Bella sparkling drinks are produced in the Prosecco wine region of northern Italy. Inspired by the wine-making process, they are made from an internationally patented process which enhances and preserves the delicate aroma of the Glera grapes, a revolutionary technology that keeps the unpasteurized and micro-filtered must fresh and then blends it with carbon dioxide to create a deliciously sparkling serve. Bella Drinks are certified Vegan, Biodiversity, SQNPI and HALAL."

“We are delighted to partner Food Accademia to launch Bella in travel retail,” says Bella Italian Fashion Drink, Loris Casonato. “All over the world there are millions of people who do not drink alcohol because of their beliefs or lifestyle choices. Bella gives them the chance to choose a smart alcohol-free option. Being sober has never been so glamorous. With Bella Drinks everyone can experience the most authentic taste, texture, sparkle and fragrance of an Italian masterpiece.”

“The sober-curious is a huge global trend,” says Food Accademia CEO, Fabrizio Canal. “Bella Drinks is a new way to share conviviality while embracing sobriety and we will attract a unique community looking for exciting new taste experiences.

“Italy’s status as a global leader in food, oil and wine production is unrivalled and our role at Food Accademia is to bring the very best of Italy to our travel retail partners internationally. We work with partners to create a tailored portfolio to suit their traveling customers, so they can enjoy a taste of Italy wherever they may be in the world.”