

A PUB WITH NO BEER? IRENE FALCONE'S ONLINE BOTTLE SHOP SANSDRINKS.COM.AU HAS NO ALCOHOL!

A CURRENT AFFAIR ZERO ALCOHOL v ALCOHOL TASTE TEST BIG SUCCESS!

A CURRENT AFFAIR TASTE TEST BIG SUCCESS!

Slim Dusty sang about a pub with no beer and entrepreneur Irene Falcone's online bottle shop Sansdrinks.com.au has no alcohol! ACA's alcohol v zero alcohol taste test proved zero alcohol is a winner!

On Wednesday 20th January 2021 A Current Affair staged a blind alcohol-free v alcohol taste test between sparkling, red and white wines, beer and spirits and it was an amazing success for the ZERO ALCOHOL products! Beer and spirits came through with flying colours and doubt over what was alcoholic and what was alcohol free was clearly confusing.

Founder and CEO of Sansdrinks.com.au Irene Falcone says " There are now hundreds of fantastic taste alike beers, wines and spirits that are perfect if you are trying to lessen your intake of grog but still want to enjoy the experience of having a glass of sparkling, gin and tonic or beer at the end of a day, with a meal or at the bar. I'm not telling people to totally stop drinking, but if you want to switch to zero alcohol a couple of nights a week then I've got the answer with an amazing range of international and local companies creating great tasting drinks that include sparkling wine, bourbon, gin, white, dark and spiced rum ..everything your taste buds desire without the alcohol."

TO INTERVIEW IRENE FALCONE email max@marksonsparks.com or call Max 0412 501 601

ABOUT IRENE FALCONE

Irene Falcone is one of Australia's most successful female entrepreneurs who started her first business, natural health & beauty store Nourished Life, with \$100 in 2012 and sold it 5 years later to an ASX listed company for \$20 million. Now Irene has launched a new online business selling non-alcoholic beer, wine and spirits www.sansdrinks.com.au that has gone from zero to \$500,000 in the first 3 months and is on target to generate over \$4 million in sales by Christmas 2021. Irene is passionate about disrupting industries, providing better shopping options and making buying easier. Irene is also obsessed with small business, supporting Aussie brands, driving forklifts, talking to her customers & finding new products to enrich everyone's lives.

Contacts

Max Markson

0412501601

mailto: max@marksonsparks.com