

IRENE FALCONE's AMAZING NEW NON ALCOHOLIC BOOZE BUSINESS www.sansdrinks.com.au

DRINK AS MUCH AS YOU LIKE & NEVER GET DRUNK IN DESIGNATED DRIVERS HEAVEN

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NEW BUSINESS LAUNCHED BY LEADING FEMALE ENTREPRENEUR

DRINK AS MUCH AS YOU LIKE & NEVER GET DRUNK!

NO MORE HANGOVERS OR HAIR OF THE DOG

ABC ...Alcoholics welcome. Beer, wine & spirits for all. Can't get drunk, no matter how much you drink!

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 for \$20 million. Now Irene has launched a new online business selling non-alcoholic beer, wine and spirits (yes, spirits) www.sansdrinks.com.au that has gone from zero to \$250,000 in the first 6 weeks and is on target to generate over \$4 million in sales by Christmas 2021.

Some of the nation's biggest mainstream beer and wine companies including McGuigan Wines, Lindeman Wines, Carlton & United Breweries and Heineken are supplying sansdrinks.com.au along with over 50 other local and international manufacturers. Irene has personally poured, mixed and tasted all the products that are on the sansdrinks.com.au website.

Irene says " Wine connoisseurs will be amazed at the notes, flavour and taste of the red, white and sparkling wines being produced locally and across the globe. In fact forget the globe, some of the Shiraz, Chardonnay Sauvignon Blanc, Rose and sparkling wines are out of this world! Artisan brewers such as Lyre's, Fluere and The Monday Distillery are producing incredible tastes with a real kick that emulate London Style Gins, White, Dark & Spiced Rums, Coffee Liqueurs, Italian Aperitifs, Tequila and of course Bourbon, and all without the hangover or headache the next day."

Like with Irene's first business the Sydney mother of 4 is starting at the bottom with sansdrinks.com.au and working 7 days a week personally packing, stacking and shipping product to her customers, handling orders, enquiries, all of her social media, ordering stock locally and from overseas as well as doing the book keeping. With up to 100 orders a day and increasing rapidly she is already looking at moving to bigger premises to handle the demand.

" My arm muscles are getting stronger with lifting the cases but I do have assistance in some of that including when my husband and children come in on the weekend. It's just gone wild. There is a large niche market of people who want great tasting wines, beer and spirits that are not made with alcohol. My favourite drinks for summer are the McGuigan Rose, the Upflow IPA beer, Lyre's Espresso Martini as well as The Monday Distillery's classic G & T" concludes Irene.

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

ABOUT IRENE FALCONE: Irene founded natural health & beauty store Nourished Life in 2012 with \$100. She sold it 5 years later to an ASX listed company for \$20 million. 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.

Max Markson

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