

SANSDRINKS.COM.AU FOUNDER IRENE FALCONE SAYS TRY JULY TO CUT DOWN ON ALCOHOL

Benefits include weight loss, better sleep, lower blood pressure and reduced cholesterol.

LOOKING TO CUT DOWN ON ALCOHOL? WHY DON'T YOU TRY THIS JULY?

Dry January, Feb Fast and OcSOBER are all campaigns to encourage people to give up alcohol for a month but for those who haven't managed it yet why not try July with the help of Sansdrinks.com.au ? Studies have shown that benefits to cutting down on alcohol include: weight loss, better sleep, lower blood pressure and reduced cholesterol.

Sansdrinks.com.au is a non-alcohol wine, beer and spirits online superstore founded by Irene Falcone in 2020 and now Irene has gone on to open Australia's FIRST non-alcoholic physical bottle shop in Sydney's Northern Beaches, directly across the road from a major liquor chain. Falcone is one of Australia's leading female entrepreneurs who founded natural health & beauty store Nourished Life in 2012 with \$100 and sold it five years later for \$20 million. Sansdrinks.com.au went from zero to \$500,000 in the first 3 months and is on target to generate over \$10 million in sales next financial year.

Speaking on cutting down on alcohol and replacing with zero alcohol drinks, Irene says, "The success of Sansdrinks shows more and more people are looking for ways to cut down on alcohol but still be able to socialise and enjoy a drink. The variety of none-alcohol wine, beer and spirits is unbelievable with so many swaps that taste exactly like the real thing! Cutting down alcohol has so many benefits and now that there are options to still be able to socialise and enjoy a drink without the after effects it makes it so much easier for people to give it a go!" View hundreds of non-alcoholic beverages at www.sansdrinks.com.au

TO INTERVIEW IRENE FALCONE email max@marksonsparks.com or call Max Markson 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 \$10 million in sales next financial year. 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

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