

FOR IMMEDIATE RELEASE

Clos du Soleil Unveils the Lumière Collection: A New Line of Elegant, Lower-Alcohol Wines

Similkameen Valley, BC – April 2025

Clos du Soleil is excited to announce the release of the Lumière Collection, a new range of small-lot, lower-alcohol wines crafted with the signature elegance and attention to detail that has defined the winery for over a decade.

Launched on Tuesday, April 8, 2025, the collection offers a refreshing take on modern wine enjoyment: full flavour, less alcohol, and only around 80 calories per standard serving. The initial release features two vibrant and expressive wines made from the 2024 vintage:

- Sauvignon Blanc 2024 – Crisp, zesty, and refreshingly dry
- Rosé 2024 (100% Sangiovese) – Bright, dry, and summer-ready

Crafted at Clos du Soleil's Similkameen Valley winery using grapes sourced from Washington State, these wines are designed to deliver the full sensory experience of traditional wines—aromatic, layered, and food-friendly—while offering a lighter, more refreshing profile at just 9% ABV.



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Inspired by Tradition. Crafted for Today.

Clos du Soleil's winemaking philosophy has always been rooted in authenticity, elegance, and a deep respect for place. The Lumière Collection was born from a desire to bring those same values to a wine category where they are often absent. "Many lower-alcohol wines on the market today sacrifice character and complexity," explains winemaker and managing director Michael Clark. "We wanted to challenge that—crafting wines that offer the same richness and aromatics Clos du Soleil is known for, in a lighter style that offers another option to suit today's diverse lifestyles."

Through meticulous vineyard planning, careful fermentation, and gentle alcohol-reduction techniques, the team was able to preserve the integrity and mouthfeel of the wines while achieving a lower alcohol content. This was followed by strategic blending and cellar work to ensure the final wines retained body, texture, and balance.

Clark offers a more in-depth analysis of how this was achieved:

"We grew the grapes for this wine knowing that we would be producing these Lumière Collection wines, so we worked hard with our growers to grow grapes which have freshness, bright acidity, and ripe flavours. Sauvignon Blanc and Sangiovese grapes were chosen specifically for this reason: both varieties feature a pronounced flavour profile which shines through even in a lower alcohol offering, ensuring that even with a lighter profile these wines are rich in taste and complexity.

"Then, post-vinification at Clos du Soleil, we used the minimal required amount of a gentle technology to further reduce the alcohol while protecting the high-quality flavours and aromatics of these wines.

"Finally, knowing that lower alcohol changes the sense of weight and volume of a wine, we worked hard in the cellar to build up the body of these wines, so that they would have a similar overall appeal as traditional wines. The result of all of this is the Lumière Collection."

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Meeting Evolving Consumer Trends

The Lumière Collection is a response to growing demand for wines that align with modern values: moderation, health-conscious living, and versatility.

Lower alcohol by volume (9%), these wines were intentionally made this way, taking care through the winemaking process to ensure a quality wine that still represents the grape and terroir in the end result.

Not only are these wines lower in alcohol, but they are also lower in calories, and noticeably dry—another feature which allows them to stand out in the low-alcohol sector. Given all this, they will appeal to many different types of palates, making them ideal for:

- Wine lovers looking to reduce alcohol or calorie intake
- Health-focused consumers seeking refreshment without compromise
- Sommeliers, chefs and foodies seeking lighter pairings for delicate dishes
- Beach-goers, picnickers, and those craving a crisp glass on a sunny patio

As always, Clos du Soleil's focus remains on quality first—these wines are not a departure, but an evolution, and are designed to stand alongside their existing, more traditional, portfolio of wines.

Availability

The 2025 Lumière Collection is available in limited quantities:

- Direct from the Clos du Soleil [tasting room](#) and [online store](#)
- Select retailers and restaurants across British Columbia

MSRP: The Lumière wines are priced consistent with Clos du Soleil's core portfolio, to reflect their premium quality and offer customers the freedom to choose based on style, not cost. Both new wines are priced at \$25.90 (retail, excl. taxes and bottle deposit).

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Packaging That Reflects Both Brand and Vision

A new slim label design, with bright colours and a silkscreened sun motif, signals the collection's modern appeal while maintaining the refined aesthetic Clos du Soleil is known for.



A Vision for the Future

While the inaugural vintage uses Washington grapes due to the challenges facing BC vineyards in 2023–24, future iterations of the Lumière Collection will be fully BC VQA once BC grapes become available again, staying true to Clos du Soleil's commitment to regional expression and local agriculture.

"The Lumière Collection is a natural extension of our mission: to tell the story of our land through wine," Clark says. "This collection lets us share that story in a new way—one that speaks to both tradition and innovation."

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For press enquiries, images, bottle shots, tech sheets, questions, or samples, please contact:
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