

FRE Alcohol-Removed Wines Renews as Official Non-Alc Wine Partner of Create & Cultivate

From supper clubs to summits, FRE will continue to champion connection and inclusion as Create & Cultivate's exclusive non-alc wine partner.

[ST. HELENA, Calif., Aug. 12, 2025] After a powerful year of community, creativity, and connection, FRE Alcohol-Removed Wines is proud to announce the renewal of its partnership with Create & Cultivate, extending its role as the Official Non-Alcoholic Wine Partner into 2026. This renewed collaboration builds on the deep relationships and vibrant events developed throughout the past year, ranging from intimate Supper Clubs to the world's largest festival for women in business. FRE has consistently shown up for its community, pouring thoughtful, alcohol-removed options into the moments that matter most.

Create & Cultivate is the leading events and media company for ambitious women in business, known for uniting a powerful network of entrepreneurs, creatives, and thought leaders. With a fan-favorite podcast, curated digital content, and highly anticipated events like the 7-Figure Founder Retreat and Future Summit, Create & Cultivate helps women connect, learn, and grow at every stage of their careers.

“As a brand, we’re committed to being present wherever our audience is, offering elevated non-alc options at every stage of their journey,” said Ashley Jappe, Director of Marketing at FRE. “Partnering with Create & Cultivate has been a perfect extension of that promise. Whether someone is launching a new business, switching careers, or simply reconnecting with what wellness means to them, we want to make sure there’s something in their glass that matches the occasion.”

Over the past year, FRE has helped toast new ventures, big ideas, and genuine connections across Create & Cultivate’s signature events. The partnership has included intentional tasting experiences, all designed to meet ambitious women where they are, with a thoughtful pour in hand.

“As we move into another year of collaboration, our goal remains the same: to support and uplift the incredible women who power our community,” said Marina Middleton, CEO of Create & Cultivate. “FRE understands the importance of inclusivity and connection, and their presence at our events helps ensure every guest feels seen, celebrated, and included.”

In 2025, FRE will continue to be featured at all Create & Cultivate Supper Clubs across the country, host dinners at Create & Cultivate’s 7-Figure Founder Retreats, and activate at the SXSW Future Summit in Austin. With every activation, the brand will show that meaningful connection can flourish through intentional, non-alcoholic moments.

For more information about FRE Alcohol-Removed Wines visit www.frewines.com or follow @FREWines on social media.

About FRE Alcohol-Removed Wines

FRE Wines caters to a diverse range of consumers including those who abstain from alcohol, the sober curious, health-conscious individuals, and those who appreciate both alcoholic and non-alcoholic options. FRE Wines undergo the full vinification process: the grapes are meticulously grown, harvested, and fermented, as in traditional wines. After fermentation, the alcohol is gently removed using advanced techniques, preserving the wine's complexity, mouthfeel and aroma, giving a true to wine experience. Offerings include FRE Chardonnay and Cabernet Sauvignon in mini 187ml bottles, and FRE Sparkling Brut, Moscato, Sauvignon Blanc, White Zinfandel, Rosé, Chardonnay, Pinot Grigio, Merlot, Red Blend, and Cabernet Sauvignon in standard 750mL bottles.

About Create & Cultivate

Create & Cultivate is the largest market-leading events and media company created for women in business to connect, learn, and grow. Through its innovative online platform, best-in-class curated events, and the fan-favorite Workparty podcast, Create & Cultivate fosters a vibrant ecosystem for women to explore, connect, and excel. Known for uniting industry leaders, entrepreneurs, and celebrities, the company offers a dynamic space where strategic insights and authentic connections drive professional and personal growth. For more information, visit www.createcultivate.com or follow them on social media.

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