



MAISON
HAUTE
JOIE

*Créateur
d'Élévation
Botanique*

PRESS KIT

Maison Haute Joie GmbH



From intoxication to Élévation.

Celebration remains an expression of joie de vivre. What is changing is our sense of how a special moment should feel. Today, a mindful approach to alcohol and the pleasure of shared experiences can go hand in hand.

For Maison Haute Joie, this opens the way to a new culture of celebration: pleasure with presence, festive rituals with freedom of choice. Choosing alcohol-free should mean choosing an experience crafted with equal care.

FOUR INSPIRATIONS FOR THE MAISON

Mindful consumption

A more mindful approach to alcohol is reshaping drinking culture, with health and wellbeing among its key motivations.¹ Maison Haute Joie responds with a clear ambition: aromatic depth and balance, with restrained sweetness.

An uncompromising experience

The Maison is created for guests who expect excellence in taste, design and service — including when they choose not to drink alcohol.

The experience comes first

An aperitif celebrates art de vivre: the pleasure of savouring the moment, beautiful objects and being together. From opening the bottle to raising a glass, Maison Haute Joie seeks to convey a sense of cultivated ease, shaped by style, sensuality and joie de vivre.

A contemporary approach to hospitality

Maison Haute Joie seeks to create alcohol-free champagne moments, with fine bubbles, a festive ritual and the joy of raising a glass together. At a restaurant, a hotel or a private gathering, choosing not to drink alcohol should be just as stylish a way to celebrate.

¹ IWSR, "Shifts in moderation strategies for beverage alcohol", 24 February 2025. Source: theiwsr.com.

Why Maison Haute Joie was created.

The starting question was simple: how can the joy of a festive occasion be preserved when alcohol is not part of it? For Maison Haute Joie, the ambition goes beyond the drink. Depth of flavour, expressive design and a ritual that brings people together should evoke a sense of cultivated ease — for grand celebrations and special moments in everyday life alike.

Founded in Vienna in 2025, the Maison sees mindful enjoyment as a desirable choice. Botanical compositions, design and multisensory rituals form a shared world of experience. Grand Cuvée Botanique brings this idea to life in delicately sparkling compositions with 0.0% vol. alcohol. Created for champagne occasions and beyond.

THE ART OF ÉLÉVATION

Élévation expresses the Maison's ambition to unite botanical composition with mindful celebration. Alongside sensory qualities, an intended functional profile guided development: gentle stimulation, clarity and inner balance. The selection of teas, flowers and plant extracts was informed by this aim.

The guiding vision is a moment between focus and flow: present yet at ease, open to encounters and filled with joie de vivre. "The Art of Élévation" brings this idea together with the Maison's commitment to design and sensory experience.



A Maison with a signature of its own.

At Maison Haute Joie, design matters as much as the composition in the glass. The brand combines understated luxury with warmth and joie de vivre. Its ambition is to create objects and rituals through which people can express their taste and their pleasure in life.

EVERY DETAIL SHAPES THE EXPERIENCE

Clear proportions and forms, considered typography and a restrained palette draw attention to what matters. Bottle shape, sun emblem, closure and presentation are conceived as a coherent experience. This care extends to the choice of glass and the way each drink is served. The sun embodies the joie de vivre at the heart of Maison Haute Joie.

INSPIRED BY FRANCE

France is a cultural reference for the Maison: art de vivre, an appreciation of fine food and drink, and exacting standards of design and quality. This inspiration shapes the brand's language and outlook.

THE STORY BEHIND THE NAME

For the brand, "Haute Joie" evokes a heightened, exceptional joy. "Maison" is the shared home of these ideas. Together, the name expresses an ambition to create pleasure without a sense of sacrifice: cultivated, sensual and full of life.



Precision from infusion to the finished cuvée.

Over eighteen months, a selected team of sommeliers, hospitality specialists, food scientists, biotechnologists, marketing and trade experts developed the cuvées. Food science, experimental development and sensory work informed one another. The challenge was to combine aromatic depth, restrained acidity and very low sugar content. The intended functional profile of Élévation provided a further guiding principle in selecting the botanicals.

01

INGREDIENT SELECTION & QUALITY

White tea from China and Darjeeling from India meet Japanese yuzu. Austrian verjus, quince juice and elderflower combine with lavender, lemon balm, fleur de sel and grape tannin from France. The quality, origin and character of each ingredient determine its place in the composition.

02

PRECISION HOT INFUSION

Teas and flowers are hot-infused using a process developed by the Maison. Infusion temperature, extraction time and cooling methods are tailored to the ingredients. Bitterness and the interplay of acidity, fruit and tannins are controlled with equal precision.

03

SCIENCE & ANALYTICAL CONTROL

Studies on the properties and effects of botanicals informed development. Laboratory analyses, microbiological testing and sensory trials accompany the refinement of the recipes, providing analytical and sensory quality control.

04

PRODUCTION TO THE MAISON'S STANDARDS

Selected specialist sparkling-wine producers manufacture the drinks to Maison Haute Joie's quality standards, processes and recipes. The Maison's development expertise is thus complemented by the production skills of experienced partners.

The composition behind Élévation.

“Sparkling Botanicals” is the Maison’s name for its delicately sparkling compositions of teas, flowers and plant extracts. Four dimensions guide development: three describe the intended functional profile, while the fourth defines the sensory expression.

CLARITY & PRESENCE

White tea, Darjeeling and green tea extract form part of the composition. Their selection was guided by the idea of gentle stimulation and mindful presence — the clear, alert side of Élévation.

BALANCE & CALM

Lavender, passionflower and lemon balm complete the botanical ensemble. They were selected with the development aim of bringing gentle stimulation and inner balance into harmony.

SOCIAL EASE

The Maison’s guiding vision is an open, relaxed sense of togetherness. Linden blossom, lemon balm and passionflower were included in the recipe with this intended profile in mind.

DEPTH & COMPLEXITY

Teas and flowers meet verjus, quince and Japanese yuzu. Botanical extracts, delicate tannins and carefully balanced acidity give the cuvée aromatic depth, structure and length.



Blanc et Noir Sparkling



FLORAL FRESHNESS / EXTRA-BRUT STYLE

A radiant golden-yellow colour and fine bubbles. Quince, mandarin and citrus notes meet linden and elderflower, elegant tea notes and hints of pale stone fruit.

Subtle sweetness in an extra-brut style is woven into balanced acidity. Fine tannins, mineral hints and delicate umami notes lend structure to a long, smooth finish.

With 0.6 g of sugar per 100 ml, the emphasis is on floral freshness and restrained sweetness.

FOOD PAIRINGS

Pair with oysters, seafood, fish, poultry, ceviche and sushi. Particularly suited to light, delicately seasoned Mediterranean and Asian-inspired dishes.

0.0% vol.

ALCOHOL

0.6 g

SUGAR / 100 ML

4 kcal

ENERGY / 100 ML

€27 per 740 ml bottle · Online retail price incl. VAT

Natural cork with wire cage · Serve at 6–8 °C

Rosé Sparkling



FRUIT-FORWARD EXPRESSION / BRUT STYLE

A luminous rosé colour with warm reflections and fine bubbles. Mandarin and orange blossom shape the bouquet, accompanied by citrus hints and subtle tea and umami notes.

On the palate, harmoniously integrated sweetness in a brut style meets lively fruit acidity. Compared with Blanc et Noir, Rosé is more fruit-forward and softer. Subtle minerality accompanies the lingering finish.

Anthocyanins from red grape skins give the cuvée its rosé colour. A slightly higher dosage supports its fruity character.

FOOD PAIRINGS

Pair with citrus salads, grilled vegetables, poultry and fish, as well as delicately seasoned Mediterranean or Asian dishes and selected fruit-led desserts.

0.0% vol.

ALCOHOL

0.8 g

SUGAR / 100 ML

6 kcal

ENERGY / 100 ML

€29 per 740 ml bottle · Online retail price incl. VAT

Natural cork with wire cage · Serve at 6–8 °C

One cuvée. Many ways to enjoy it.

Grand Cuvée Botanique offers many ways to enjoy it: on its own as an elegant aperitif, over ice or as an expressive base for refined cocktails. Fine bubbles, botanical depth and precise freshness lend character to alcohol-free creations as well as combinations with fine gin or premium vodka. From a floral spritz to a sophisticated long drink, every serve carries the Maison's distinctive signature.

SIGNATURE COCKTAILS — A SELECTION

THE BOTANIQUE SPRITZ / ALCOHOL-FREE

125 ml Maison Haute Joie · 10 ml elderflower syrup
10 ml fresh lemon juice · 105 ml soda water
Fresh mint · Ice cubes

Fill a large wine glass generously with ice. Add the elderflower syrup and lemon juice. Pour in Maison Haute Joie, top with chilled soda water and stir gently once, lifting from the bottom. Garnish with a small sprig of fresh mint.

Flavour profile: floral · fresh · botanical

L'ÉCLAT DE JOIE / WITH PREMIUM VODKA

125 ml Maison Haute Joie · 20 ml premium vodka
Citrus zest

Pour the premium vodka into a chilled champagne flute. Slowly add well-chilled Maison Haute Joie to preserve its fine bubbles. Express the oils from a fresh citrus zest over the glass and rest the zest on the rim.

Flavour profile: citrus · refined · vibrant. This cocktail contains alcohol.

More signature recipes: L'Or de Joie, Pêche de Joie, Jardin de la Maison, L'Alpine de Joie and Botanique Royale.

Quantities are for one glass. Recipes: www.maisonhautejoie.com/the-mixology

A world that reaches beyond the glass.

Maison Haute Joie brings together botanical cuvées, refined lifestyle objects and the art of celebration in its own interpretation of French art de vivre. Every creation shares the same signature: exacting design, attention to detail and delight in special moments. Grand Cuvée Botanique is the starting point of this world.

GRAND CUVÉE BOTANIQUE

Grand Cuvée Botanique is Maison Haute Joie's flagship collection. Blanc et Noir Sparkling and Rosé Sparkling embody the Maison's vision of a contemporary culture of enjoyment and celebration.

L'ATELIER DE HAUTE JOIE

L'Atelier de Haute Joie brings the Maison's design signature to lifestyle objects. L'Atelier Signature Ice Bucket showcases bottle and ice through transparent, crystal-inspired facets. L'Atelier Bottle Stopper unites expressive design with thoughtful functionality to preserve the fine bubbles. Further lifestyle and design objects will soon join the collection.

GIFTS FOR SPECIAL OCCASIONS

The Signature Celebration Set brings together one 740 ml bottle of each cuvée with an Ice Bucket and Bottle Stopper. Gift Collections and gift vouchers are designed for private hosts and corporate gifting alike.



Product facts & availability.

	Blanc et Noir Sparkling	Rosé Sparkling
Alcohol content	0.0% vol.	0.0% vol.
Sugar / 100 ml	0.6 g	0.8 g
Energy / 100 ml	18 kJ / 4 kcal	26 kJ / 6 kcal
Sensory style	Extra-brut style	Brut style
Bottle size	740 ml	740 ml
Online shop price¹	27 €	29 €
Closure	Natural cork with wire cage	Natural cork with wire cage
Shelf life²	18 months	18 months

¹ Online retail price per 740 ml bottle, including VAT; shipping charges may apply.

² Refer to the best-before date on the bottle neck.

AVAILABILITY & DISTRIBUTION

From October 2026, the cuvées will also be distributed in Austria. Distribution covers Austria, Germany and France through the Maison's own online shop and selected retailers. The restaurant and hotel network will be selectively expanded over the coming months.

Maison Haute Joie carefully selects its distribution partners and builds long-term relationships. Training, tastings and sales materials support these partnerships.

Online shop: www.maisonhautejoie.com

Press contact & Media Center.

The Media Center offers logos, product and campaign images, and product sheets in German, English and French for download. It also provides the required image credits and usage information.

www.maisonhautejoie.com/media-center

Image credit: Maison Haute Joie ©MonikaJungwirth_Karma+Pitch

For editorial coverage. Logos must remain unaltered; advertising, resale and third-party campaigns require prior approval.

ABOUT MAISON HAUTE JOIE — FOR EDITORIAL USE

Maison Haute Joie is a brand founded in 2025 and based in Vienna, specialising in alcohol-free Sparkling Botanicals. Its Grand Cuvée Botanique collection comprises Blanc et Noir Sparkling and Rosé Sparkling, both with 0.0% vol. alcohol. Developed by an interdisciplinary team of specialists, the cuvées combine tea and flower infusions with verjus, quince, yuzu and selected plant extracts. Guided by “The Art of Élévation”, the Maison unites a contemporary culture of celebration with understated design and a French-inspired appreciation of joie de vivre and pleasure. Distribution is through its own online shop and carefully selected partners.

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