

Celeble Non-alcoholic sparkling (wine-taste beverage) Product introduction



Balance Co. Ltd.

- Company name: Balance Co., Ltd.
- Location: 1-6-34 Shimoakaemachi, Toyama City, Toyama Prefecture (main office)
- Established in : April 2000
- Capital: 10 million yen
- President and CEO: Keigo Misuta
- Business content: Development, manufacturing, and sales of our own branded beverages and food products.

We at Balance Co., Ltd. deliver hydration and nutritional supplements for the elderly and those with difficulty swallowing, as well as refreshing beverages such as sparkling cider and non-alcoholic drinks.「Health and Smile」This is the phrase that represents the products Balance delivers to you. As a "life support company," we are committed to supporting our customers at various stages of their lives, and we strive to create products that not only offer functionality but also prioritize deliciousness, gentleness, and fun, enabling everyone to enjoy food in their own way. All of our product development starts with customer feedback. We are committed to responding quickly and meticulously to customer feedback, and to creating products based on sufficient scientific data.

“Diversity Sparkling” celeble faithfully recreates the authentic taste and fine, delicate bubbles of sparkling wine—while being completely non-alcoholic. Made without any animal-derived ingredients, it is a drink that respects diverse cultures and values. Celebré offers a new choice to enhance every joyful moment.



※Images are for illustrative purposes only.

Many non-alcoholic drinks tend to have a juice-like sweetness, which can sometimes feel insufficient when enjoyed alongside meals.

We wanted to offer everyone an option that allows them to experience the pleasure of drinking and pairing beverages with food.

With this vision in mind, we leveraged our expertise as a beverage manufacturer and our deep knowledge of carbonation to create a non-alcoholic sparkling drink that pairs perfectly with food.



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2020 :Saudi Arabia

Celeble blanc355ml(1,000bottles),Celeble Rose355ml(1,000bottles)

2021 : Singapore, Taiwan, Saudi Arabia

Celeble blanc355ml(4,000bottles),CelebleRose355ml(4,000bottles),
Celeble dry355ml(200bottles)

2022 : Saudi Arabia, Singapore, America, Taiwan

Celeble blanc355ml(700bottles),CelebleRose355ml(1,300bottles),
Celeble dry355ml(400bottles)

2023: Singapore, America, Guam, Thailand

Celeble blanc355ml(700bottles),CelebleRose355ml(800bottles),
Celeble dry355ml(200bottles)

2024: America, Canada,Guam

Celeble blanc355ml(1,800bottles),CelebleRose355ml(1,200bottles),
Celeble dry355ml(1,400bottles)

2025 : America, Taiwan

Celeble blanc355ml(2,900bottles),CelebleRose355ml(3,200bottles),
Celeble dry355ml(500bottles)

As a sales channel, it has been introduced in restaurants (hotels, restaurants, bars, Japanese food, etc.), Japanese supermarkets, EC, etc., and its deliciousness has been evaluated, and it tends to be adopted as a drink menu. in many restaurants.



【 Product list 】



(blanc)



(rose)



(dry)



(blanc mini)

※It is sold as a product for restaurants (Japan).

【Release date】

- Released in November 2012: blanc
- Released in November 2014: Rose
- Released in August 2017: Flavored Lemon
 - ※Scheduled to be sold out in December 2020
- July 2018 Renewal (white / rose)
 - * Transition to commercial use
- Released in April 2019: blanc mini type (200ml)
- Released in June 2020: Dry

【Product features】

①Achieve an authentic taste

Uses the juice of wine varieties fermented by a special method that does not produce alcohol
We have received high praise from restaurants and sommeliers. In addition, it is a product that has gained the support of female customers in particular.

②It is safe as it contains 0.00% alcohol and 0 caffeine.

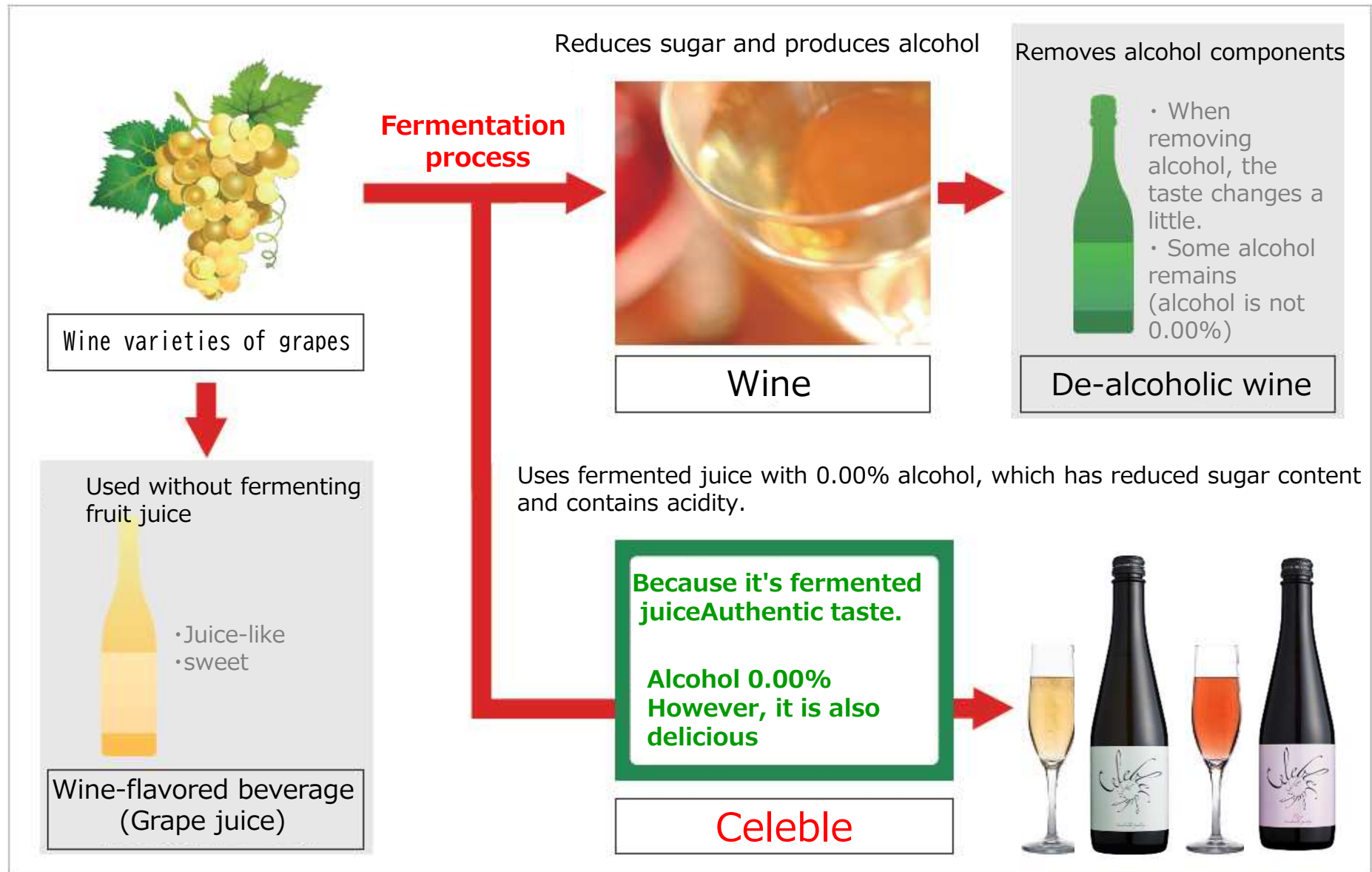
Non-alcoholic wine made using the dealcoholization method has a small amount of alcohol remaining (many products are not labeled as 0.00%), but Celeble has 0.00% Alc, so customers can enjoy it with confidence. Masu. In addition, although we use black tea extract in some products, the amount of caffeine is zero.

③Select the size that suits your scene

We can make proposals for each group, handle keeper, and one person (glass for 355 ml size).
2-3 cups, 200 ml for 1-2 glasses) Also, as a substitute for soft drinks, it will lead to an increase in the average customer price



【 Differences between general non-alcoholic wines and wine-taste beverages and "Celeble" 】





【 Case study of restaurants 】

【 Example of use 】

- ▼ As a pre-meal toast drink, in-meal drink scene
- ▼ As one of the drink menu items in the course meal
- ▼ Party scenes such as girls-only gatherings (lunch and dinner), banquets, cherry blossom viewing, etc.

【 Reference: Menu notation / selling price 】

※ Drink menu price : (200ml) 600~800JPY (355ml) 1,000円~1,800JPY

【 Providing a way to increase product turnover 】

Staff call
&
Utilization of
POP



【 POP list 】

▼ A4 Poster



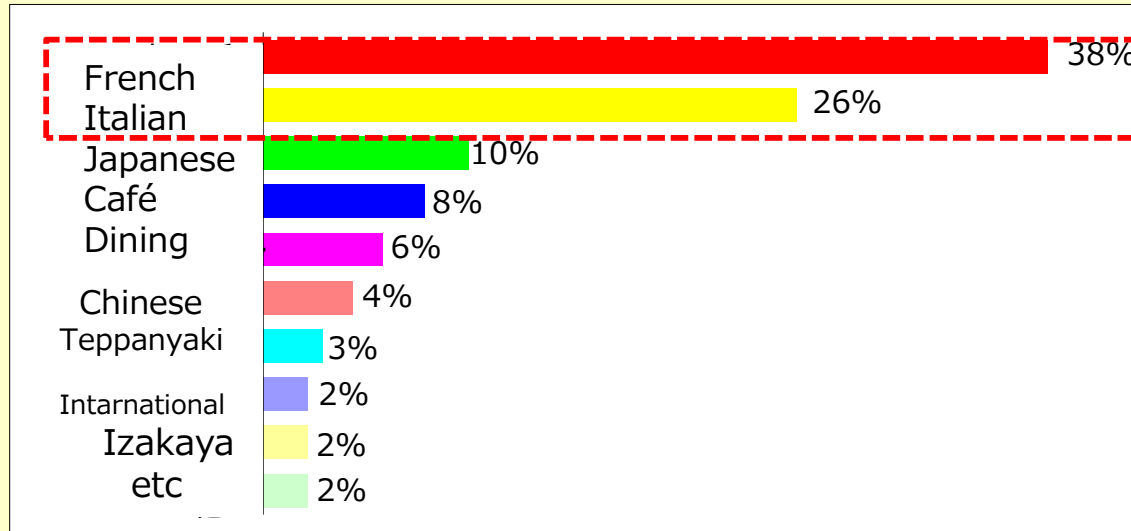
▼Table tent



At this time, only the Japanese version is available.



【 Celeble Sales by Food Service Industry (2025)】

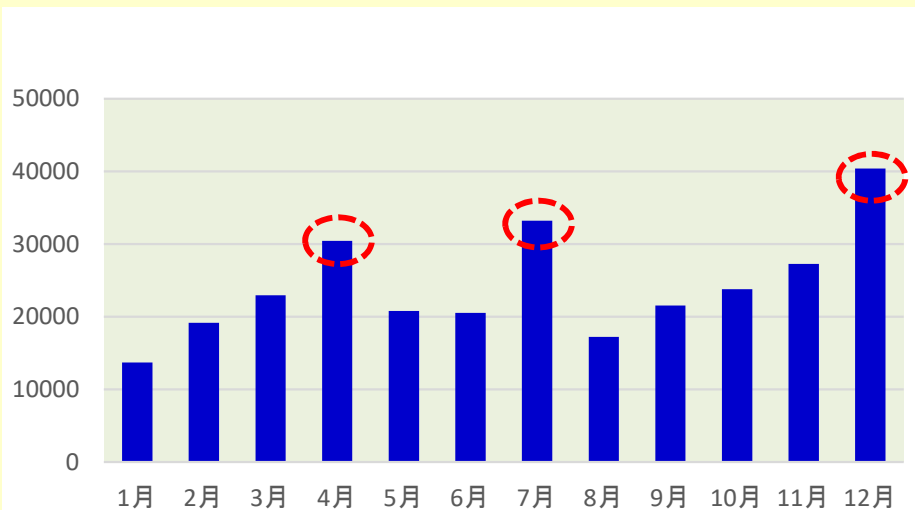


• It is highly adopted at restaurants where many female customers come to the store, and it tends to be drunk by a small number of people at lunch and dinner.

• The rate of introduction is high at restaurants that offer wine and are handled at high-priced restaurants (dinner 5,000 yen or more).

• Because you can enjoy the authentic taste, it is supported by people who are familiar with wine such as sommeliers, and the repeat rate is high.

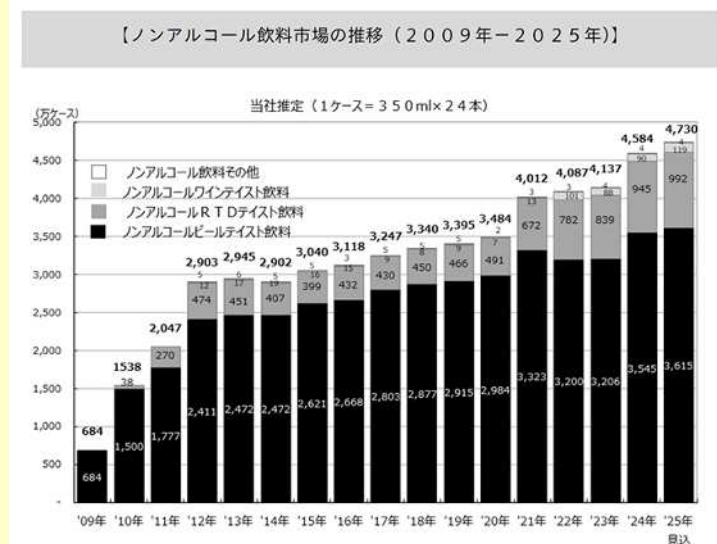
【 celeble monthly sales (2025) 】



• Available for sale throughout the year. Sales tend to increase due to demand during cherry blossom viewing and summer seasons, as well as during the year-end and New Year holidays. In addition, the number of repeat stores is increasing in many business categories.

【 Non-alcoholic market trends 】

Source: Trends in the Non-Alcoholic Beverage Market (Consumer Drinking Behavior and Attitudes Toward Non-Alcoholic Beverages, Suntory Non-Alcoholic Beverage Report 2025, August 28, 2025)



The non-alcoholic market has grown dramatically over the past 10 years and is becoming more established.