

FRIÃ FRIÕ

The Idea.

Fria Frio is the vision of Jocelyn Brent and Lisa Rankin: to craft the best example of a delicious, refreshing, naturally low alcohol Vinho Verde wine style, branded and marketed for our unique consumers.



Our Winemaker.

Our search for the best winemaker led us to Joana Santiago, a third generation winemaker. We not only fell for her wines but for her beautiful, dynamic and joyful character. She is a force and one of the best winemakers in Portugal - or anywhere.

Our Wine.

Fria Frio Vinho Verde and Fria Frio Vinho Verde Rosé are naturally lower in alcohol wines with a light sparkle. Perfect companions on a blue sky day.





Our White

Fria Frio Vinho Verde is a joyful expression of the region, a light-hearted wine with beautiful mineral character, fruitiness and crispy acidity. This is a delicious, refreshing, lower alcohol (9.5%) white.

The Grapes

Loureiro, Trajadura and Arinto are indigenous grapes sourced from the best plots in the southern sub-region of Sousa, exuding the uniqueness of the terroir and abundant Atlantic influence. Our grapes are handpicked early in the morning, in 20kg boxes, and received at the winery within 10 minutes where they begin their journey from de-stemming and pressing to fermentation in stainless steel tanks. The well-tended vinification process under our winemaking team is a labor of love.



Tasting Notes

A luminous citrine color, delicate aromas of green apple, pear and tropical fruit with nuanced floral overtones, the wine is lively and fresh on the palate with a persistent finish.

Food Pairing

Delicious with or without food. Pair with chips & dips, olives & cheeses, summer salads, soups, seafood, chicken, spicy dishes - anything really.

Low Alcohol, Gluten-Free & Vegan Friendly.



"Best day-drinking wine ever!"

– Will

"Bright, fruity and a little frizzante."

– Adam

"My new go-to white wine -it's so fresh and light and I love the lower abv."

– Maria





Our Rosé

Fria Frio Vinho Verde Rosé is a joyful expression of the region, a light-hearted wine with beautiful mineral character, fruitiness and crispy acidity. This is a delicious, refreshing and lower alcohol (10.5%) rosé.

The Grapes

Espadeiro and Touriga Nacional, indigenous grapes are sourced from the best plots in the southern sub-region of Sousa, exuding the uniqueness of the terroir and abundant Atlantic influence. Our grapes are handpicked early in the morning, in 20kg boxes, and received at the winery within 10 minutes where they begin their journey from de-stemming and pressing to fermentation in stainless steel tanks. The well-tended vinification process under our winemaking team is a labor of love.

Tasting Notes

A luminous pale pink color with hints of wild strawberry and red currant complemented by floral notes. In the mouth it's lively and well balanced with good acidity. It's young and crisp and has a smooth delicate finish.

Food Pairing

Delicious with or without food. Pair with chips & dips, olives & cheeses, summer salads, soups, seafood, chicken, spicy dishes - anything really.

Low Alcohol, Gluten-Free & Vegan Friendly.

"Fizzy, friendly, playful, fun...you could quaff this down dangerously fast."

- Tamlyn Currin for Jancis Robinson

"This rosé is a different from a Provence rosé, which is bone dry and higher in alcohol. Fria Frio is more lively with just a touch of sparkle."

- Laure



Our Agency.

We worked closely with Denomination, the world's leading drinks branding agency (Sydney, London, San Francisco) to name, brand, position and design Fria Frio, backed by the full power of their deep experience, data and insight.



Hey!
Look at me!



'cool cool'

Our Name.

Meaning 'cool, cool', Fria Frio reflects lightness and refreshment and delivers a sense of 'travel in a glass' to Portugal and the laidback ease of its vibrant culture. Our name expresses authenticity, discovery and sophistication. Yet, it's a fresh and playful way into a life that I want to live, a place I would rather be, sparkling, joyful, social.

"Uber-fresh, practically exploding with energy, lemons and lemon verbena and tastes like homemade lemonade - the kind you buy from the that really cool home-sidewalk stall, but without the sugariness. This is dry, spritzy, and just damn good at a cracking 9.5% of alcohol. The back label says 'made for your blue sky day' and for once I actually find myself not sneering at the marketing..."

- Tamlyn Currin for Jancis Robinson



*Designed to assure on quality
and shine on the shelf.*

In a crowded market, our bottle says "Hey, look at me!" Our design is a direct reflection of the liquid inside: delicious, refreshing, light and joyful. Our premium packaging includes fine paper, tactile finishes, an embossed screw cap and display-ready cartons; all designed to reassure on quality and shine on the shelf.



*Photogenic brand & story,
born for social media sharability.*

For some wine brands social is an afterthought, not for us. Fria Frio's brand personality was born to shine on the social media stage. This converts to sales.



Marketing.

Digitally native and born into social media, we drive brand awareness through social engagement, video storytelling and collaborations with celebrities, influencers and like-minded brands. We work closely with our retail partners to support the brand and together, delight one customer at a time.



Women in Wine.

We are women-owned, women-led and powered by many women across our business, in vineyards and warehouses, import, distribution and sales teams, and retail buyers and owners.



Launched 2023 and gaining traction.

Now in 2025 we're thrilled to be rolling out across the US with our great partners at Frederick Wildman and Specialty Cellars. We're currently distributed in California, New York, New Jersey, Georgia, Nevada, Hawaii and Washington.

Ready to scale.

Ours is a wine style and brand with very broad appeal so it must be able to scale. With good communication our vineyard and winery are capable of fulfilling large orders of Fria Frio Vinho Verde and Fria Frio Vinho Verde Rosé each year.



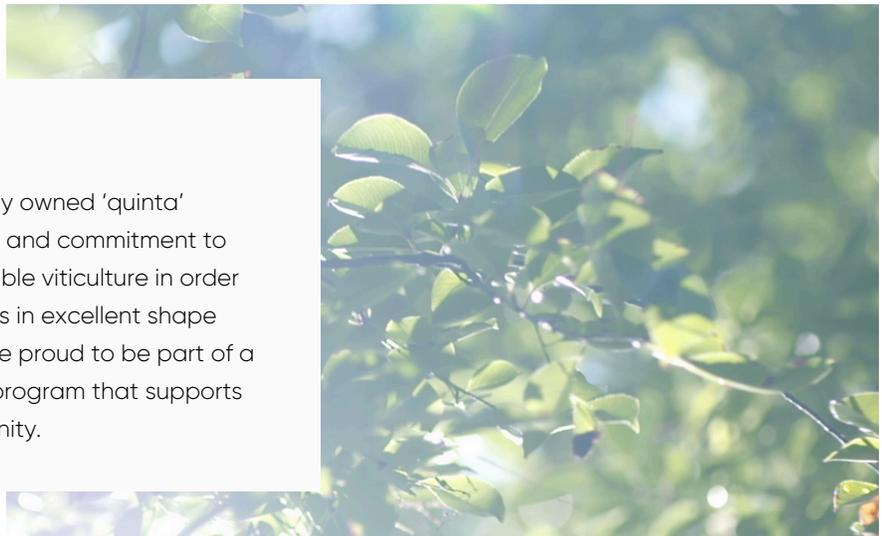
“At its essence, Vinho Verde is about freshness and deliciousness. Friã Friõ nails both with flair.”

-David Forer, Master of Wine



Sustainability.

We've partnered with a family owned 'quinta' renowned for its stewardship and commitment to minimal intervention sustainable viticulture in order to leave their family vineyards in excellent shape for the next generation. We're proud to be part of a comprehensive sustainable program that supports vineyard, winery and community.



Live Friã be Friõ.

