

Press release

## **Wine (Uiv): Zero alcohol but a lot of business, technologies for dealcoholised wines soar at Simeì**

(Milano, 13 November 2024). "In the States we prefer to call them low sugar rather than low alcohol wines". Randy Ullom, oenologist and vice president of the Californian wine giant Jackson Family Wines, summarises his different take – pragmatic and not ideological as is the case in Italy - on the subject of dealcoholised wines. At SIMEI – the Milanese fair organised by the Unione italiana vini (IUV), the world leader for machines for oenology and beverages – it is the technologies for dealcoholisation that are attracting the most interest. This is also confirmed by the 70 US buyers representing the main stars and stripes wine companies: from Constellation Brands to Francis Ford Coppola and Jackson Family, a giant with vineyards in the USA, Canada but also in Italy, France, South Africa, Chile and Australia. David Crippen, director of winemaking at Bear Creek Winery, the sixth largest family-run winery in the United States, further endorsed this trend, coming to Simeì to study the offer of dealcoholisation machinery. "Almost all the equipment we have in the cellar is Italian," he said, "and the leap in quality that Italy's wines have made in the last 40 years is probably also related to these technologies."

A Nolo (no and low alcohol) production trend that not surprisingly is met at Simeì with a Made in Italy offer. Italy is a leading country in wine technologies that wants to stay in the game, despite the ban on dealcoholisation still in force. Yesterday was the official presentation of Libero, perhaps one of the latest innovations for the large-scale production of dealcoholised wines. A continuous cycle capable of removing the alcohol from wine that Omnia Technologies has named "libero" because "it allows people to enjoy wine without restrictions". "Since yesterday at the fair - the Italian group that has 400 engineers and technicians in 39 production sites says - we have seen unprecedented interest, in particular from Spain, Greece and the United States. Italian producers also express curiosity, but the deadlock situation does not allow them to venture further". For Vason, too, for fifty years in the wine industry, every day there is a coming and going of Spaniards, Argentines and Indians. "The market is there, in 2 years the interest has risen – said the president, Albano Vason – of course it would be very different if Italy could compete on equal terms, in the vineyard and in the cellar". In Milan, on show is the MMR (Master Mind Remove), a machine designed for dealcoholisation for small and medium-sized wineries too.

From demand to supply, to production around the Simeì halls in Milan, dealcoholised wine is the elephant in the room: "Last year – said the CEO of Mionetto, Alessio del Savio – thanks to the German parent company Henkel we produced and sold 2 million bottles of sparkling wine, this year we have doubled that and we are at 4 million. All sold, in particular in Germany, the USA, the Nordic countries and Eastern Europe".