



LOOSEN BROS.

Dr. Lo Alcohol-Removed Riesling

A non-alcoholic Riesling for the uncompromising palate



Dr. Lo Riesling

DR. LO is a superior-quality, non-alcoholic wine that captures the vibrant character of Riesling from Germany's Mosel valley. It is produced by the same team of brothers – Erni and Thomas Loosen of the renowned Dr. Loosen estate – who make the top-selling Loosen Bros. Dr. L Riesling, currently the number one super-premium Riesling in the American market.

With no added sugar or fruit juice, and its striking blue label, Dr. Lo shines on the palate and stands out on the shelf. It is a delicious, guilt-free wine that pairs perfectly with any occasion and any meal. It's free from any unnecessary ingredients like GMOs, as well as from allergens such as gluten and nuts.

The Alcohol-Removed Market

Today's consumers are shifting their lifestyle choices to healthier and more sustainably produced products. Alcohol-removed, or dealcoholized, wine is a rapidly growing market segment because it meets this new consumer demand. This \$10B market is expected to reach \$30B by 2025, and is the fastest growing sector for wine, up 26%.

Many people expect alcohol-removed wine to be cheaper and of lower quality because of the lack of alcohol. But for us, the whole point of dealcoholized wine is to maintain the traditional wine drinking experience, without the consequences of consuming alcohol.

The DR. LO Process

To craft a superior-quality alcohol-removed wine, careful thought has to be given from the beginning. We start with high-quality Mosel valley fruit and ferment it the same way we do our regular wines.

Because it's Riesling from the Mosel, the finished wine is already "Lo" in alcohol. The wine then undergoes a state-of-the-art alcohol removal process called vacuum distillation. Because there's such low alcohol to begin with, there's hardly any to remove! The result is a perfect balance of fruitiness and crisp acidity, with a brisk and lively finish.



Technical Info

Grape Variety: 100 % Riesling

Region: Mosel, Germany

Vinification: Produced in 100 % stainless steel; fermentation stopped by chilling to preserve the natural residual sugar

Alcohol-Removal Process: Vacuum distillation

Alcohol: 0.0 % vol

Wine Style: Fruity and balanced

Press

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Both fresh and tinned pineapple notes immediately hit the nose alongside overtones of mango and ripe, juicy citrus. Wonderfully sharp freshness counters the sweet and exuberant pineapple and mango fruit and makes this rather refreshing. The finish is sweet but also zesty and balanced and there is actual fruity length.

—Anne Krebiehl MW, January 2022