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Mack & Schühle Italia Opens Advanced Dealcoholization Facility to Produce No and Low Alcohol Wines

The new Laterza plant uses cutting-edge technology to meet rising global demand for alcohol-free Italian wines while preserving quality.

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Mack & Schühle Italia has officially entered the no and low alcohol wine market with the launch of a new dealcoholization facility in Laterza, in the province of Taranto. The company, known for producing and distributing Italian wines, has installed the ‘Libero Wine’ system developed by Omnia Technologies. According to the company, this technology allows for a significant reduction in alcohol content while preserving the

wine’s original aromas, flavors, and structure.

The new system uses a combination of membrane separation and vacuum distillation. During the process, water extracted from the wine is reintegrated at the end, resulting in a balanced product that maintains its organoleptic qualities. This approach enables Mack & Schühle Italia to produce both fully dealcoholized wines with less than 0.5% alcohol and partially dealcoholized wines with alcohol levels between 0.5% and traditional values. The company highlights that production can be carried out “without constraints,” offering flexibility to meet different market demands.

Mack & Schühle Italia has also started the process to obtain the ‘Did’ (Deposito Impianto di Dealcolazione) license, which is required for official dealcoholization operations in Italy. The new facility is expected to have an annual production capacity of 7.5 million 75cl bottles. The company aims to serve both international markets—including the United Kingdom, United States, and Germany—and the domestic Italian market. In these countries, demand for Italian alcohol-free wines has shown notable growth in recent years.

The investment in dealcoholization technology is part of a broader strategy by Mack & Schühle Italia to expand its portfolio of no and low alcohol products. Other initiatives include the launch of ‘Grapur,’ a line of low-alcohol wines, and participation in the Genevitis supply chain project, which focuses on innovation in viticulture and winemaking.

The move comes as global interest in no and low alcohol beverages continues to rise. Consumers are increasingly seeking alternatives that offer traditional wine experiences without or with reduced alcohol content. Mack & Schühle Italia’s new facility positions the company to respond to this trend with large-scale production capabilities and a focus on maintaining quality standards.

The Laterza plant represents one of the most advanced investments in dealcoholization within Italy’s wine sector. By combining modern technology with established winemaking expertise, Mack & Schühle Italia aims to strengthen its presence in a segment that is expected to grow further in both domestic and international markets over the coming years.