# Quality, sustainability, and innovation: Frizero raises the bar for dealcoholized wines

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*Frizero is redefining the dealcoholized wine market with quality, sustainability, and innovation. Born from the expertise of the historic Marchesi Fumanelli winery, this project offers a refined alcohol-free alternative for health-conscious consumers. In this interview, CEO Roberta Mottadelli shares insights on the brand's challenges, strategies, and ambitions in key global markets, including Canada, the U.S., and Northern Europe.*

What happens when centuries-old tradition meets innovation? Frizero is born, an innovative project aiming to redefine the wine experience. Launched

in 2019, developed thanks to the know-how and expertise of the historic Marchesi Fumanelli Winery in Valpolicella, Frizero stands out in the growing market of dealcoholized wines for its quality and authenticity. This line of sparkling wines, available in white and rosé, targets a new generation of consumers who are mindful of health, sustainability, and conscious experiences, offering a valid alternative to traditional alcoholic wines.

In the interview, Roberta Mottadelli, CEO of Frizero, shares the genesis of the project, the challenges faced, and the strategies adopted to attract Millennials and Gen Z while conquering international markets such as Canada, the United States, Northern Europe, and the Middle East. Rooted in a strong bond with the Veronese territory and driven by a growing global market, Frizero is not just a response to the demand for alcohol-free alternatives but a symbol of balance between tradition, sustainability, innovat ion, and quality.

## Can you tell us how the Frizero project was born and what vision inspired the creation of this line of dealcoholized wines?

Frizero was created in 2019, during the pre-COVID period, with the idea of developing a dealcoholized wine project in Ontario, Canada, using local wines in collaboration with leading industry companies. However, in 2022, after evaluating the high costs of producing in Canada, we decided to relocate production to Italy, maintaining our commitment to excellence.

Frizero was conceived in response to the growing demand for a new type of consumer looking for a healthy product, alcohol-free, but without compromising quality, flavor, and

the authenticity of fine Italian wine. Our goal was to create a beverage that allows people to enjoy wine consciously, without sacrificing the rich taste that defines Italian wine tradition.

## What led you to choose the dealcoholized wine segment, and how does Frizero differentiate itself in this rapidly growing market?

The dealcoholized wine market is relatively new, emerging in foreign markets in recent years and slowly gaining traction in Italy, thanks to changing consumer habits.

At ProWein 2023, we noticed that most dealcoholized wines were produced by startups with no winemaking background, resulting in low-quality products. We immediately recognized that Frizero needed to stand out by focusing on quality and grape origin. Frizero is made from carefully selected grapes from our own supply chain, ensuring a higher level of quality compared to most market competitors.

We chose to focus on sparkling wines for two reasons: first, we did not want to compete with indigenous wines, which are already well-known and appreciated internationally. Second, we opted for sparkling wines (white and rosé) because they generate an immediate positive response in global markets and align perfectly with the rising demand for alcohol-free alternatives and mixology trends.

## One common criticism of dealcoholized wines is their taste and quality profile. Some believe they should not aim to be identical to alcoholic wines but

## instead serve as an alternative choice. A parallel could be drawn with regular coffee and decaf, two non-competing segments. What is your take on this?

Comparing alcoholic wines with dealcoholized ones is both risky and unnecessary. We believe that Frizero is a great substitute because it provides an alternative for those who, for various reasons, cannot or do not want to consume alcohol, yet still want to enjoy the wine experience without compromising quality.

Our target audience includes pregnant women, teetotalers, minors, designated drivers, and people with health conditions or dietary restrictions. It also includes the Islamic world, where alcohol is forbidden for religious reasons. Additionally, it caters to those who choose a no-alcohol lifestyle but still appreciate a good glass of wine. Beyond being alcohol-free, Frizero has low sugar content and 75 fewer calories compared to traditional sparkling wine.

Furthermore, we must acknowledge the mocktail trend (alcohol-free cocktails), which is growing rapidly, especially among the younger generation. Frizero is a perfect base for creative and sophisticated alcohol-free cocktails, responding to a rising demand for tasty and healthy alternatives.

## What is the connection between Frizero and the Verona region? How has the Valpolicella winemaking tradition influenced your project?

Frizero stems from the experience and tradition of the historic Fumanelli winery, which has been producing wine since 1470. This long history has given us the know-how to

create a dealcoholized wine that preserves authenticity and quality. The grapes used for Frizero come mainly from native varieties of our region. The entire winemaking process is overseen by a young oenologist with years of experience in renowned Italian wineries, ensuring that every bottle reflects our commitment to quality.

## What are the key values guiding Frizero’s production philosophy?

- **Quality**: From winemaking to dealcoholization, every step is designed to preserve the aromatic and taste characteristics of our native grapes.
- **Innovation**: Respecting tradition, we believe that innovation is essential to meet modern consumer needs.

## What challenges did you face in developing Frizero?

One of the biggest challenges was educating the market. **Many consumers initially hesitated to recognize dealcoholized wines as real wines**. Our goal has been to position Frizero not as a mere alternative but as a response to evolving consumer tastes.

## The no/low alcohol global market is growing significantly. How does Frizero position itself in this expansion?

A key milestone was the introduction of the latest decree on dealcoholized wines, officially recognizing them

as winesrather than mere grape-based beverages. Additionally, wineries can now dealcoholize wine directly in Italy, fostering innovation.

With the new year, we are proud to announce the official opening of our dedicated production facility, allowing us to expand Frizero's production and offer dealcoholization services to third parties.

## What are your key target markets, and what strategies are you using for international expansion?

Our top international markets include Canada, the U.S., Northern Europe (Germany, Denmark, Norway, Poland, Russia), Asia, and the Middle East.

## How does Frizero engage Gen Z and Millennials?

- **Superior quality**
- **Sustainability and conscious consumption**
- **Innovative social drinking experience**

Our goal is to position Frizero in wine lists alongside Champagne, Prosecco, and other premium sparkling wines, providing a sophisticated, alcohol-free alternative.

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## Key Points

- **Frizero was launched in 2019** to create a high-quality dealcoholized wine without compromising taste.
- **Production moved to Italy in 2022**, ensuring superior

quality through the Valpolicella winemaking tradition.

- **Key markets: Canada, the U.S., Northern Europe, Asia, and the Middle East**, catering to the growing demand for alcohol-free wines.
- **Target audience: Millennials, Gen Z, teetotalers, pregnant women, and Muslim consumers** seeking a premium alternative.
- **Innovation and sustainability** drive Frizero’s production, with a new facility dedicated to dealcoholization in Italy.