

Valdo's Valdo PURØ Alcohol Free Blanc de Blancs

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Reviewing a dealcoholised wine is no simple task. First, you have to set aside everything you have learned from years of tasting wines “with alcohol”: parameters, reference points, expectations, and even a few prejudices, no use hiding it. Starting from a comparison with a traditional sparkling wine means taking the wrong approach from the outset, because the search turns to what is missing instead of assessing what is there.

That said, the world of dealcoholised wines is clearly making important strides. More and more products show a decisive improvement in quality. Above all, they have stopped imitating wines with alcohol and aim instead to offer something meaningful, with a distinct character and an appeal of its own.

Valdo PURØ Alcohol Free Blanc de Blancs sits squarely in this direction.

The context helps explain the project. Valdo, the historic Valdobbiadene winery linked to the Bolla family, celebrates its centenary in 2026, and chose to mark it by looking ahead, presenting PURØ as a preview at Wine Paris. It follows the Blanc de Blancs 8%, a reduced-alcohol sparkling wine the winery had already launched, made without dealcoholisation. PURØ completes a project dedicated to the no/low alcohol segment that appears well thought out and coherent.

The grapes (Glera, Chardonnay and other aromatic varieties) come from the I Magredi estate in Friuli, in the Grave del Friuli appellation. A controlled supply chain, and an important detail. After white vinification and fermentation in stainless steel, the wine is dealcoholised under vacuum at low temperature, around 36-37°C, to protect the raw material. No aromas are added. This choice does more than any other to set the wine apart, and it is what makes the product credible.

In the glass it shows a delicate straw-yellow colour and a lively mousse. The nose is clean and immediate, with notes of white-fleshed fruit, a few floral touches and a trail of citrus that brings brightness. On the palate it feels soft, thanks to the demi-sec dosage, yet never cloying. A fine streak of freshness keeps the sip moving and invites another glass. Above all, the “empty” feeling that often accompanies dealcoholised wines is absent. The wine has substance and body of its own.

We paired it with a classic aperitivo of cured meats and canapés. A demanding test, because the fattiness and savouriness of cured meats challenge many sparkling wines, let alone one without alcohol. PURØ passed it with flying colours. The freshness cleanses the palate, and the gentle sweetness accompanies the salty notes without overpowering them.

Company Profile

Valdo is a family-owned winery founded in 1926 in Valdobbiadene, the heart of Prosecco Superiore D.O.C.G. Its name is inextricably linked to the Bolla family, who have been playing a key role in promoting the culture of Prosecco in Italy and around the world for over a century. The excellence of its wines stems from an approach that combines human expertise with a constant pursuit of improvement throughout the entire production chain, from harvesting to bottling. This commitment gives life to quality wines, where tradition meets innovation, with deep respect for the land and the people at every stage of the process.

VALDO

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