

Bottega responds to non-alcoholic trend with grape must drink

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Bottega's non-alcoholic drink made from grape must

In 2020, [Bottega](#), the Italian purveyor of premium wines, sparkling wines, and spirits, introduced a product that caught people's attention: Bottega 0, a non-alcoholic drink made from grape must, available in white and rosé. It was Bottega's response to a growing shift toward alcohol-free options, as more people choose to drink less for health or personal reasons.

Unlike dealcoholized wine, which strips alcohol from regular wine, Bottega 0 starts fresh with grape must, preserving the purity of the grapes. "The grapes are carefully selected and harvested from regions with a good balance between sugars and acidity," says Sandro Bottega, President, Bottega S.p.A. "After soft pressing, the must is stored in refrigerated tanks to prevent alcoholic fermentation from starting." This process preserves the aroma and freshness—without the alcohol.

Drinking without alcohol is no longer just a trend; it is a shift in how people indulge. Bottega 0 meets this shift by creating more moments to enjoy, such as with breakfast or brunch, Sandro tells *PAX*

International.

But Bottega did not stop there. With more than 30 years of experience in lemon-based liqueurs, the brand also created Limoncino 0.0, an alcohol-free version of its lemon liqueur.



Bottega's alcohol-free Limoncino

"During the harvest of the lemons, a careful selection is made of the Femminello Siracusano and Verdello varieties, choosing fruits with optimal ripeness," says Bottega. "Complex and innovative techniques allow the natural extraction of the aromas from the peel, pulp and juice, and preserve the qualities at every stage of production." This attention to detail results in a drink perfect on its own or in mocktails.

Whether it is Bottega 0 or Limoncino 0.0, these non-alcoholic options are more than just drinks—they offer new ways to enjoy the social side of drinking without alcohol. As people continue to prioritize health and wellness in their travels, these products meet changing needs, making it easier than ever to enjoy a refreshing, celebratory drink, inclusively.