

Flavour without compromise: Solos's mission to transform dealcoholization

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As the NoLo (no- and low-alcohol) wine category gains momentum across Europe, premium winemakers are seeking solutions that preserve authenticity and flavour while meeting consumer demand. Solos, a technology-driven company specialising in dealcoholization, has taken a significant step to support this growth with the opening of its new dedicated facility in Valencia, Spain. Strategically located near key winegrowing regions and one of Europe's busiest shipping ports, the plant is designed to provide producers with world-class dealcoholization technology, logistics support, and full-service finishing.

In an exclusive conversation with NUFFOODS Spectrum, Claudia Geyer, Chief Technology Officer at Solos, discusses the company's proprietary Aroma Recovery System, how the new facility will serve winemakers in Southern Europe, and the broader role Solos aims to play in shaping the future of the premium NoLo wine market.

What prompted Solos to establish its new dedicated dealcoholization facility in Valencia, and why was this location strategically chosen?

Solos made the decision to establish its new facility in Valencia in response to growing demand from premium wine producers across Southern Europe and its already established partnerships in Germany, Austria, and Switzerland. These producers are

looking for a reliable partner that can deliver consistent, high-quality dealcoholizing without compromising the integrity of their wines' flavor and aromas. Valencia offered an ideal combination of factors: industrial capacity, proximity to key winegrowing regions, and access to one of Europe's most important shipping ports. The location allows Solos to support clients with global logistics and distribution as well. It's an investment rooted in a long-term commitment to helping producers participate in the NoLo category with confidence.

Can you explain how Solos' Aroma Recovery System differs from conventional dealcoholization methods and how it preserves the integrity of premium wines?

Conventional dealcoholizing methods often struggle to maintain the original aroma, flavours, and structure of a wine, which is especially problematic for premium producers and noticeable to consumers. Solos takes a different approach. Instead of fractionally collecting aromas during dealcoholization when they're in a volatile vapor phase, incomplete and prone to degradation we allow the aromas to remain with the alcohol as it separates from the wine. We then directly recover them from the alcohol using solid-phase extraction. This proprietary breakthrough method for dealcoholizing wine enables us to isolate and preserve the wine's aromatic signature with a level of fidelity and authenticity that other systems simply can't achieve. The result is a wine that still reflects its place of origin, even in a de-alcoholised format.

How will this new facility serve the needs of premium winemakers in Southern Europe, particularly in regions like Provence and Languedoc-Roussillon?

The Valencia facility was designed to give winemakers access this technology without requiring them to invest in specialised infrastructure or logistics. For producers in regions like Provence and Languedoc-Roussillon, which are known for expressive, aromatic wines, Solos offers a path into the NoLo market that prioritises sensory fidelity, which is crucial. The combination of aroma recovery, low-temperature alcohol removal, and full-service finishing allows winemakers to maintain control over quality and brand consistency. This is especially important in competitive export markets, where taste and authenticity remain key to consumer acceptance.

What kind of response have you seen from producers in countries like Germany, Austria, and Switzerland who are already using your system?

Producers in Central Europe have responded enthusiastically to our technology. Many have collaborated with our pilot facility in Munich, where they had the chance to conduct trials and develop products with full-scale fidelity. We consistently hear that our system provides a level of aroma integrity that they have not achieved with other methods. These countries are recognised for their technical precision in winemaking and high-quality wine, making our solution a strong fit for their needs. These early partnerships not only validate the technology but also lay the groundwork for broader adoption. Notable producers in Central Europe, such as Weingut Bergdolt-Reif & Nett and Weingut Trautwein in Germany, have shown particular enthusiasm.

With NoLo wines projected to grow significantly in Europe, how do you see Solos contributing to this market shift over the next 3-5 years?

As the NoLo category expands, Solos is focused on helping producers move from experimentation to market-ready execution. Many winemakers are eager to participate but have held back due to concerns about quality and authenticity. Our system directly addresses those concerns by offering a way to create dealcoholized wines that still reflect their original aromatic and structural identity. Over the next few years, we see Solos becoming a trusted partner for both established and emerging producers. By combining technical rigor with operational support, we can help bring more premium NoLo wines to market and support a shift in consumer perception around quality.

Beyond technical advantages, what kind of logistical or commercial benefits can winemakers expect by working with Solos at the Valencia facility?

Solos offers more than just technical expertise. The Valencia plant was designed to streamline every part of the production process, from pilot trials to finished product. This takes off some of the burden involved with coordination across multiple vendors, helps shorten production timelines, and simplifies logistics, especially for producers exporting to international markets. By centralising services at a strategic location, Solos allows clients to focus on quality and innovation in winemaking.

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