

LIFT

Rheinhessen, Germany



Lift is produced by Moselland, a growers' cooperative famous for producing premium quality wines at competitive prices. What is a growers' cooperative, exactly? A cooperative is a group of wine grape growers who share their resources to produce, bottle, and market wine. Making wine independently requires investment and time that is practically beyond the means of most farmers. Cooperatives play an essential role by providing growers with access to economy of scale, a vocal role in production, and a fair share of profits. This approach also provides a tremendous benefit to consumers. Wellrun cooperatives like Moselland are a prime source for excellent wines at lower prices. Moselland was formed in 1968 when several small cooperatives merged. It is now based in the famous twin wine towns of Bernkastel-Kues, in the heart of the middle Mosel River Valley. Moselland produces wines from all over Germany in a range of styles, and Riesling is their specialty.

www.tmarchettico.com/german-wines/lift-non-alcoholic-riesling

Products

