

LOOSEN BROS.

SUNNY, VIBRANT RIESLINGS FROM GERMANY'S PICTURESQUE MOSEL RIVER VALLEY.



Brothers Thomas and Ernst Loosen

Steep, slate soil vineyards line the Mosel River

LOOSEN BROS. is a German wine company that produces the highly successful “Dr. L” range of Rieslings. The brothers (“Gebrüder” in German) are Ernst Loosen, owner of the renowned Dr. Loosen wine estate in the Mosel valley, and his younger brother, Thomas. Together, Erni and Thomas work with small growers throughout the region to source fruit for the Dr. L wines. Very strict quality standards require that the growers employ improved viticultural practices in order to grow the healthy, perfectly ripe fruit that the two brothers want for their wines.

HISTORY AND HERITAGE

The cool-climate Mosel River valley, on Germany's western border with France, has been celebrated as a unique and distinctive wine region for over two thousand years. Organized viticulture was introduced by the Romans in the first century AD, and further advanced by Emperor Charlemagne and the monastic orders of the Middle Ages. In the 18th century, it was decreed that only Riesling should be planted in the Mosel valley, and the region's reputation for this extraordinary white grape variety has grown steadily ever since.

The Loosen family has been growing grapes and producing wine in the Mosel valley for more than 220 years. Erni's great-grandfathers, Peter Loosen and Zacharias Bergweiler-Prüm, were both highly respected local winemakers in the early 20th century. In 1988, Erni took over the combined family estate, with a singular focus on producing superior-quality wines from the top-rated vineyards that he had inherited. Through his unrelenting commitment to this mission, he quickly propelled Dr. Loosen into the upper echelon of internationally acclaimed wineries.

In 1995, Erni launched the Dr. L brand. His goal was to produce a classic Mosel Riesling at a very attractive price, and with a simplified label that international consumers could understand. The label was reduced to only the brand name, the variety and the vintage — no difficult German wine terms or vineyard names — and the wine quickly became a hit. Today, Dr. L is a top-selling wine in over 80 countries, including the United States, where it is the number one German Riesling in its price category. It is Erni Loosen's global ambassador for the Mosel region and for the Riesling variety.

THE MOSEL RIESLING STYLE

Rieslings from the Mosel are defined by their thrilling combination of delicacy and intensity. The cool climate allows for a long, slow ripening period that produces flavor-packed wines without a lot of alcohol. And the characteristic slate soil of the region brings an even racier edge to Riesling's naturally brisk acidic structure. The wines are bright, lively and invigorating, with a signature vitality that cannot be achieved anywhere else in the world.

LOOSEN BROS. WINES

Riesling is the only grape variety that can be produced in a full spectrum of styles, from very dry to very sweet, and everything in between. The Dr. L wines capture this unique character of Mosel Riesling in a versatile range of wines: dry, medium-dry, fruity and sparkling. The wines are made by the same cellar team that produces the prestigious Dr. Loosen estate wines. They are 100% pure Riesling, with nothing added. The wines are vegan-friendly and are free from GMOs and allergens, such as gluten and nuts.

THE DR. LO ALCOHOL-REMOVED WINES

The Loosen Bros. line-up now includes two non-alcoholic Rieslings — still and with bubbles — made with the same commitment to quality and distinctive Mosel taste. To craft Dr. Lo, the wines undergo a state-of-the-art alcohol removal process called vacuum distillation. Because there's such low alcohol to begin with, there's hardly any to remove, and the result is a perfect balance of pure Riesling fruit and crisp acidity, with a brisk and lively finish. With no added sugar or fruit juice, they are naturally delicious, guilt-free wines for any time you want to avoid alcohol.



THE DR. L WINES



Dr. L Riesling

A vibrant, refreshing, and fruit-driven wine, with a juicy mid-palate and a crisp, drying finish. Dr. L is the quintessential low-alcohol Mosel Valley Riesling at a very affordable price for everyday enjoyment.



Dr. L Riesling Dry

A well-balanced counterpart to the classic Dr. L for when a dry Riesling fits the occasion. Extremely versatile with food, it captures the elegant and racy character of the Mosel Valley's distinctive slate soil.



Dr. L Riesling Gray Slate (medium dry)

An off-dry style of Riesling that is an ideal pairing for many lighter contemporary dishes. It is brisk and lively, with moderate alcohol and just a touch of sweetness to bring out its natural fruitiness. Also available in kegs!



Dr. L Riesling Sparkling

A deliciously aromatic and fruit-filled sparkling wine that will enliven any meal or celebration with friends. A tasty way to kick off any social occasion, it's also a great mixer for bubbles-based mocktails!



THE DR. LO ALCOHOL-REMOVED WINES



Dr. Lo Alcohol-Removed Riesling

The brilliant taste of the classic Dr. L Riesling, but without the alcohol! Made with the same attention to detail, Dr. Lo is a superior-quality non-alcoholic alternative that still captures the signature Mosel style.



Dr. Lo Alcohol-Removed Riesling with Bubbles

Who doesn't love a Riesling that sparkles – with or without alcohol? The refreshing vibrancy of the bubbles in this purely delicious sparkling wine enlivens the characteristic Mosel juiciness. An absolute must for any social occasion.

Appealing to diverse palates, Loosen Bros. wines are 100% pure Riesling from responsibly farmed vineyards and low-intervention winemaking techniques.

Feel good about what you're drinking – and what you're not!