



The Loosen Brothers, Thomas and Erni, in the Mosel Valley.

LOOSEN BROS.

Dr. L Rieslings – Gateway to Germany’s Mosel Valley Region

Dr. L is Riesling with a pulse — fresh, bright, and effortlessly cool. Born in the cool-climate Mosel region and crafted by brothers Erni and Thomas Loosen, the wines turn classic German precision into something totally drinkable. They are naturally low in alcohol, bursting with fruit, and sustainably made. The brothers work with small growers throughout the region to source the fruit, which must meet very strict quality standards.

Crisp, juicy, and packed with personality, **Dr. L is the ultimate no-fuss, all-flavor wine.**

KEY SELLING POINTS

- Fresh, vibrant aromatic white wines that know how to have a good time.
- Authentic Mosel quality at accessible price points.
- Produced by the Dr. Loosen cellar team, with the same dedication to quality as the estate wines.
- Strong consumer pull: widely recognized, approachable German brand.
- Sustainably made and vegan friendly.

TARGET ACCOUNTS

- Casual and polished-casual restaurants with global or fusion menus.
- Hotel, resort, and chain accounts needing dependable BTGs.
- Summer patio programs, seafood spots, and modern brunch venues.
- National and regional grocery chains.

KEY WINE DESCRIPTORS

- Juicy
- Crisp
- Aromatic
- Affordable
- Fun

THE LOOSEN BROS. LINE-UP

- Dr. L Riesling (the classic!)
- Dr. L Riesling Dry
- Dr. L Riesling Sparkling
- Dr. L Riesling Gray Slate (off-dry style for on-premise)
- Dr. Lo Alcohol-Removed Riesling
- Dr. Lo Alcohol-Removed Riesling With Bubbles

SIGNATURE WINE

Dr. L Riesling

- Brisk and juicy.
- Clean, bright, and fruity.
- Low alcohol (8.5%).
- America’s #1 Riesling in the Super-Premium price category (\$11–\$14.99)



From shelf to screen — seamlessly.
A mobile-optimized hub for pairings, recipes, and real-life inspiration.