

WINOVATE

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INNOPOLIS BEST PRACTICES REPORT

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As part of the WINOVATE project's **Best Practices Mapping Initiative**, INNOPOLIS has identified **five outstanding best practices** in the **non-alcoholic wine industry in Greece**. These best practices represent **innovative approaches** in production, sustainability, marketing, and consumer engagement.

Each identified practice has been **mapped using Google Maps coordinates** and is analyzed based on its **unique contribution to the sector**.

1. Tsililis Winery – Non-Alcoholic Organic Wines

📍 **Location:** 39.605429, 21.856676 (*Raxa, Trikala, Greece*)

Innovative Approach:

- **First Greek winery** to develop **organic, non-alcoholic wine alternatives**.
- Utilizes **vacuum distillation technology** to remove alcohol while preserving the wine's **aroma and taste**.
- Implements **sustainable vineyard management**, focusing on organic cultivation and low carbon footprint.
- **Market Expansion:** Successfully integrated into **wellness resorts and organic food markets**, reaching **health-conscious consumers**.

2. Ktima Biblia Chora– Sustainable Alcohol-Free Wine Experiments

📍 **Location:** 40.917663, 24.150554 (*Kokkinochori, Kavala, Greece*)

Innovative Approach:

- A **pioneer in sustainable viticulture**, applying **precision agriculture and AI-driven water management**.
- Developing a **high-quality non-alcoholic wine prototype**, focusing on **indigenous Greek grape varieties**.
- Collaboration with **universities and food tech startups** to improve de-alcoholization techniques.
- **Future-Oriented Vision:** Exploring **hybrid fermentation techniques** to enhance taste complexity.



3. Lafazanis Winery – Tradition Meets Innovation

📍 **Location:** 37.746282, 22.663252 (*Nemea, Peloponnese, Greece*)

Innovative Approach:

- A **traditional Greek winery** investing in **modern techniques for alcohol removal**, creating a **balanced, full-bodied non-alcoholic wine**.
- Uses **oak-barrel aging** for non-alcoholic wine, introducing a **unique flavor profile**.
- Special focus on **export markets**, branding Greek non-alcoholic wine as a **premium product** in European wellness and fitness communities.

4. Papagiannakos Winery – Pioneering Organic Alcohol-Free Wine in Greece

📍 **Location:** 37.954642, 23.967218 (*Markopoulo Mesogeas, Attica, Greece*)

Innovative Approach:

- One of the first Greek wineries to develop a **certified organic non-alcoholic wine**, combining traditional winemaking with modern de-alcoholization techniques.
- Collaborated with **local universities** to refine aroma-preserving technologies and ensure flavor integrity post alcohol removal.
- Offers **guided tastings and vineyard tours**, showcasing both their organic and non-alcoholic product lines.
- Targets **health-conscious consumers and international markets**, promoting Greek terroir without the alcohol content.
- Integrates **sustainable vineyard practices** (solar energy use, biodiversity zones, no synthetic pesticides).



5. Markou Vineyards – AI-Powered Non-Alcoholic Wine Production

Location: 38.008967, 23.935739 (*Spata, Attica, Greece*)

Innovative Approach:

- Leading research in **AI-powered fermentation monitoring**, ensuring **optimal grape processing for non-alcoholic wine**.
- Developed a **unique "cold maceration" method** to enhance fruit-forward flavors.
- Utilizes **blockchain technology for traceability**, ensuring **transparency in organic certification and sustainability claims**.
- Partnering with **Greek health institutions** to promote non-alcoholic wine as a **functional beverage** for heart health.

Conclusion

These five best practices highlight the innovation and sustainability efforts within Greece's non-alcoholic wine industry. By integrating advanced technology, sustainability practices, and unique marketing strategies, these wineries are paving the way for the future of alcohol-free winemaking in Greece.

Each of these practices has been **mapped digitally** to allow stakeholders, trainers, and students to explore their approaches **interactively**.