



AZ Venture Capital Inc.

ALTR

PRESS RELEASE

ALTR announces a €5M fundraising, led by Demeter, alongside Suntory Global Spirits, Techmind, AZ Venture Capital Inc., business angels followed by historical investors, to reinvent low-alcohol wine through cutting-edge technology that preserves taste and drastically reduces environmental impact.

Phoenix, Arizona – July 2025

ALTR today announces the successful closing of its €5M seed funding round for its Flavor-First alcohol removal technology. Backed by leading investors in the beverage and technology sectors, VitiRev Innovation fund managed by Demeter leads this round, joined by Suntory Global Spirits, Jeriko (managed by Techmind), AZ Venture Capital Inc., Solvable, FTW, Bluestein Ventures, and Xinomavro. This raise marks a significant milestone for the company as it accelerates the growth of its proprietary technology and expands its footprint across the premium beverage industry. This comes at the perfect time to resonate with the rapidly shifting wine market and growing consumer demand for mindful drinking.

Leading industry transformation through innovation

In a time when health-conscious consumers are seeking more balance in their lives, ALTR offers a timely and transformative solution: a technology that removes alcohol at a molecular level while preserving taste and delivering a low environmental impact. This innovation unlocks an entirely new category of drinks, designed for modern consumers who are increasingly seeking balance and full experiences.

Early industry collaborations reflect momentum

ALTR is focusing first on the wine industry, collaborating with prestigious producers such as Clos du Val and I Greppi. These early partnerships reflect a shared vision for a premium, low-alcohol future grounded in quality and craftsmanship.

A new era of wine

ALTR uses a proprietary Flavor-First alcohol removal technology developed specifically for the compounds and structure of wines and spirits, engineered for precise ethanol removal at a molecular level. The method is non-destructive and non-intrusive, preserving the full sensory experience of wine: its flavor, structure, and mouthfeel. This breakthrough allows the creation of truly exceptional offerings that honor the craftsmanship of traditional winemaking.

“By pairing cutting-edge science with a deep respect for both winecraft and nature, we are empowering winemakers to stay true to their traditions while creating new products for humans enabling them to spend more time with each other. A new era for wine, where less alcohol means more”, **Richard Schatzberger - Founder and CEO**

“We are proud to lead this investment in a pioneering company that is redefining the future of wine. Their cutting-edge désalcoolisation technology, coming initially from CNRS, addresses both shifting consumer preferences and the growing climate pressures on viticulture. This first US deal marks a milestone for our fund and reflects our conviction in the team’s visionary ambition and international potential”, **Stephanie Hillard - Investment Director at Demeter**

“At Clos du Val, we’re driven by quality and guided by curiosity and continuous learning. As consumer tastes continue to evolve, we believe it’s essential to explore new possibilities, including the growing interest in low- and no-alcohol wines. What drew us to ALTR was their breakthrough approach. Unlike traditional alcohol-removal methods, their technology preserves the soul of the wine while reimagining how people experience it. We’re excited to help shape a future where innovation doesn’t compromise character and quality but enhance it”, **Olav Goelet - Clos du Val CEO**

About ALTR

ALTR is a revolutionary beverage technology company transforming the alcohol industry with its **Flavor-First** alcohol-removal technology. Using cutting-edge technology, ALTR removes ethanol at a molecular level while preserving the taste, structure, and ritual of drinking. This breakthrough empowers winemakers and beverage producers to craft premium low-alcohol options of the highest quality standards. Backed by a team of renowned experts, scientists, and leading winemakers, ALTR is redefining what's possible, ushering in the next era of wine and beyond.

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Media kit : [HERE](#)

About Demeter:

Demeter is a major European player in venture capital, private equity and infrastructure for the energy and ecological transition. Its funds invest from €1m to €30m to support companies in the sector at all stages of their development: innovative startups, small and mid-cap companies, as well as infrastructure projects. The Demeter team counts 37 people based in Paris, Lyon, Bordeaux, Grenoble, Metz, Madrid, and Düsseldorf, manages €1.2bn and has completed 200 investments over 20 years.

Demeter invested in ALTR through its fund VitiRev Innovation (Article 9), a €70 million fund dedicated to the environmental transition of the wine industry. The fund's main investors include the Nouvelle-Aquitaine Region via the VitiREV program, Banque des Territoires on behalf of the French State as part of the France 2030 “Territoires d’innovation” program, as well as numerous wine producers, banks, and insurance companies.

Website: <https://demeter-im.com/en/home/>

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About Jeriko:

Jeriko, managed by Techmind, is a community-driven venture capital network focused on building a sustainable future for food and agriculture. We back bold and visionary foodtech and agtech founders tackling the most pressing challenges of our food system — from farm

to fork. Our investments span from Pre-Seed to Series A, with a strong focus on equity, long-term impact, and strategic support.

Websites: <https://jeriko.vc> / <https://techmind.vc>

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