



Branca International S.p.A.

Branca International invests in ALTR and looks to the future of drinking: technology and freedom of choice at the heart of its strategy

Branca International announces a strategic investment in ALTR, an innovative technology company specialising in the development of advanced solutions for managing ethanol in alcoholic beverages, from wines to spirits.

The transaction is part of a long-term vision that recognises the evolution of the sector and consumption patterns, increasingly oriented towards greater variety in experiences and drinking occasions. In this context, technology becomes an enabling factor to expand product possibilities while keeping quality and the value of the experience central.

ALTR has developed a proprietary technological solution that allows ethanol to be reduced or removed at the molecular level, preserving structure, aromatic profile, and sensory identity of the beverages. This approach goes beyond traditional dealcoholisation, offering producers a flexible tool to modulate alcohol content without compromising taste, complexity, or the ritual of drinking.

ALTR's vision is of a sector where technology and tradition can coexist, allowing brands to explore new applications and consumers to access a wider range of choices within a single, quality-led drinking culture. This approach goes beyond polarisation and simplification, helping to normalise the presence of different options within the same consumption universe.

For Branca International, the investment represents a strategic opportunity to complement its industrial heritage and premium brand portfolio with emerging technological expertise, potentially relevant over the medium to long term, capable of supporting future product and market evolutions.

“Our task is to observe carefully how the sector evolves and to invest in solutions that support its development over time”, said Niccolò Branca, President of Branca International. “ALTR represents an interesting technology because it expands the possibilities available to producers and consumers, without calling into question the value, quality, or identity of the products. It is an investment that looks to the future, approached with an open and industrial mindset.”

Through this transaction, Branca International confirms its commitment to selective innovation consistent with its positioning, strengthening a strategy that integrates technological expertise, long-term vision, and close attention to the evolution of the beverage market.