

17/01/2012

Wine without sulfites increasing in popularity in the USA

*by Kai Kreuzer*



*photo: wine hall @BioFach*

America sipped past France in 2011 to become the largest wine-consuming nation as wine enthusiasts are increasingly embracing a lifestyle with wine and food. At Whole Foods Market, shoppers are not only trying new varieties but are also increasingly turning to organic wines with no sulfites added (NSA).

To meet this demand, the company is expanding its offer and is now the [only national retailer](#) to carry the first USDA Certified Organic NSA wines from Italy and Spain. Whole Foods Market now stocks wines from Bodegas Iranzo, Spain's oldest estate-bottled winery, and La Cantina Pizzolato, Italy's top-selling organic winery. Depending on the store, approximately 10 to 20 of the wines on Whole Foods Markets' shelves are organic NSA wines. Domestic producers offering these wines at Whole Foods Market include Roulé Rouge from northern California, which makes a red table wine, and Frey Vineyards from Mendocino County,