



## PRESS INFORMATION

[www.mionetto.com](http://www.mionetto.com)



[@mionettoproseccousa](https://www.facebook.com/mionettoproseccousa)



[mionettoproseccousa](https://www.instagram.com/mionettoproseccousa)



## Contents

Ciao bella Italia! - Aperitivo, Prosecco and la dolce vita	1
Dove c'è vita - Where there's life	2
Il Mondo Mionetto	4
Mionetto press photos	7

# Ciao bella Italia!

## - Aperitivo, Prosecco and la dolce vita

To Italians, 'aperitivo' signifies an enjoyable after-work transition to evening downtime. It is a moment that epitomises the uniquely relaxed Italian way of life. The word aperitivo refers not only to the drink, the aperitif, but also to the custom of meeting up with friends early in the evening during the long months of summer for light alcoholic drinks and tasty titbits in the bars that line the lively piazzas.

This is when Italians celebrate in their understated, elegant way what they embody to the fullest: la dolce vita and ars vivendi, or the art of enjoying life. There is more to the aperitivo than pizza and pasta, bella figura and amore – it is an essential feature of Italian culture that serves to let people relax, unwind and get some distance from the daily grind.

And what could go better with this lifestyle than a tongue-tingling, enlivening Prosecco? Both Frizzante and Spumante styles are characterized by their exquisite perlage and subtle fruitiness, making them a stimulating part of today's modern way of living.

Frizzante (semi-sparkling) and Spumante (sparkling) Proseccos differ in terms of their carbonation levels and production methods. With 1.5 to 2.5 bars of pressure in the bottle, a Frizzante has a lighter mousse. Frizzanti can also be recognised by the 'spago', the traditional string tied over the cork. Spumanti (sparkling) on the other hand have a more intense perlage like Champagne and a higher carbon dioxide pressure of at least 3 bar.

Located in the heart of Italy's Prosecco-producing region, the Mionetto SpA winery in recent years has played a pivotal role in introducing fresh ideas to aperitivo culture – alongside the mixed drinks of the Mionetto il line, especially the other frizzante and spumante wines from Mionetto also make perfect accompaniments, not just during aperitivo hours but during all those special moments when we celebrate life.



# Dove c'è vita – Where there's life

## A profile of Prosecco producer Mionetto S.p.A

Committed to the winemaking tradition of the Veneto region of Italy and with a keen sensibility for the zeitgeist – that is Mondo Mionetto. Founded more than 130 years ago in Valdobbiadene, the Mionetto winery has evolved to become a globally successful business that creates products that inspire lovers of exquisite premium Spumanti and modern trendsetters alike. "Design del Gusto" is the brand slogan, reflecting how Mionetto combines first-class taste with best quality and authentic origin to produce that feeling of the Italian way of life.

Whether at gallery openings, soirées or the bars of chic night-clubs – dove c'è vita – where there's life, there's Mionetto.



## Where it all began: in the heart of the Prosecco wine-producing region

Grapes have been cultivated in the ideally situated Valdobbiadene area for centuries. Located in the heart of the Prosecco-producing region, the area is famous for its mild climate, which is one of the many ideal environmental conditions for the grapes that are turned into fruity-fresh wines. The hilly cultivation area, stretching for 47 kilometres from Conegliano to Valdobbiadene (in Veneto), is where the famous grapes are crafted into Frizzante and Spumante.

The word 'Prosecco' is now a controlled designation of origin, no longer being used since 2010 to designate the variety of grape originally known as 'Glera'. Thus only sparkling wines produced in the nine provinces of Treviso, Belluno, Venezia, Vicenza, Padova, Pordenone, Udine, Gorizia and Trieste are permitted to bear the designation 'Prosecco DOC'. And only products from the legally defined region around the villages of Valdobbiadene and Conegliano may be labelled DOCG Prosecco since the change in regulations.

## A local winery with global appeal

Since 1887, Mionetto has inspired the Italian zest of life. Any time, any place, any occasion. With its elegant, fruity and refreshing flavor, Mionetto Prosecco transforms moments big and small into moments that truly matter. Mionetto, now a leading brand of premium frizzante and spumante, has a truly global fan base. According to the IWSR\* (2020), Mionetto is the best-selling international\* brand in the prosecco segment (0.75l bottle). It is exported to more than 70 countries and counts among the top brands in the USA, Italy, UK, and Germany.

Mionetto products have received an impressive number of international awards. In 2020, for example, the top-selling Mionetto Prosecco DOC Treviso Brut once again received a gold medal at the MUNDUS VINI Spring Tasting, a major wine competition. The 2019 Mionetto Valdobbiadene Prosecco DOCG Superiore di Cartizze Dry Luxury also won gold in 2020 at the MUNDUS VINI Summer Tasting. At the same competition Mionetto Valdobbiadene Prosecco DOCG Superiore Extra Dry Luxury was awarded a silver medal. In 2019 Mionetto MO Prosecco DOC Treviso Extra Dry received a gold medal and was also named “Best of Show Prosecco in Retail Markets” at the MUNDUS VINI Summer Tasting.



More than a century of experience, cutting-edge technology, the highest-quality base products, uncompromisingly stringent quality controls and a reverence for tradition coupled with a knack for reinterpreting it are the foundations of Mionetto’s success.

\* IWSR, Prosecco Category 2020, Criterion International Brands – Sales in 75 cl Bottles

\* Definition of an international brand: sells in 30+ countries, which must include the USA and at least 3 of the following European countries: UK, France, Germany, Spain, Italy, Sweden, Netherlands, Greece, Poland, as well as at least 2 countries in any two of the following regions: APAC, Rest of Americas, CIS, Rest of World, Travel Retail

# Il Mondo Mionetto

## Prestige – Elegant Spumanti for Prosecco fans

The collection consists of four multi-faceted Spumanti that are great for every occasion – and in 2020 got a new, even more distinctive look: Vitality, emotion, strength... qualities embodied by the colour orange. For Mionetto it is the "Orange Choice", as orange is the striking label colour of Mionetto Prosecco DOC Treviso Brut, the brand's flagship product. In sharpening its brand image, Mionetto is leveraging the power of colour to enhance product recognition and further define the personality of the Prestige Collection.

### *Mionetto Prosecco DOC Treviso*

#### *Brut – Brut Redefined*

Mionetto Prosecco DOC Treviso Brut from the Prestige line has even surprised veteran connoisseurs. This high-quality Spumante is an entirely new interpretation of Brut, having one of the most modern tastes in its class and distinguished by its superb structure, bright, straw-yellow colour, rich and fine effervescence and apple bouquet. Hints of liquorice, honey and acacia stimulate the palate.



### *Mionetto Valdobbiadene DOCG Prosecco Superiore – Eminently stylish*

This elegant Spumante from the heart of the classified DOCG Prosecco region is characterised by unmistakable notes of green apple, acacia blossom and wisteria, perfectly balanced acidity and fine perlage. Served chilled as an aperitif or as an eminently stylish accompaniment to lobster and seafood – it rightly bears the name 'Superiore'!

### *Mionetto Prosecco DOC Treviso Extra Dry – Yet Soft*

No special occasion is required to enjoy the extra dry yet soft taste of Mionetto Prosecco DOC Treviso. Delicate light yellow in colour, this extraordinary extra dry Spumante boasts an elegant mousse, pleasant acidity and a boldly fruity and floral bouquet of apricots, honey and acacia. This premium Prosecco makes a first-class impression as an aperitif, as well as a very special gift.

### *Mionetto Prosecco Rosé DOC Extra Dry*

Mionetto Prosecco Rosé DOC combines the contemporary rosé trend with the enduring popularity of prosecco. This Italian sparkling wine is produced from the Glera white grape, which accounts for at least 85 percent content, with the fine Pinot Nero grape contributing the other 15 percent. One of the special features of Prosecco Rosé DOC is the longer secondary fermentation of at least 60 days. Mionetto Prosecco Rosé is extra dry, with an alcohol content of 11% vol. It makes the perfect refreshing aperitif and pairs beautifully with a variety of foods.

## MO Premium – A distinctively exquisite bottle with equally exquisite contents

The Spumanti in this exclusive series meet the most exacting standards, have received numerous international awards and are ideal complements to those special moments in life.

### *MO Prosecco Cartizze DOCG – For very special occasions*

When Mionetto is named ‘Hot Brand of the Year’ 11 times in a row, Prosecco DOCG Cartizze is one of the reasons. It represents Prosecco culture at its finest: Glera grapes are from the famous Cartizze region located in the heart of the Prosecco Superiore DOCG Valdobbiadene territory. Hints of apple and pear with notes of glazed almond characterise this Prosecco. From the intriguing MO designer bottle into the glasses for clinking at life’s special moments with the refreshing, elegant premium Spumante.



### *MO Prosecco DOC Treviso – The Italian lightness of being*

This Spumante Extra Dry, an exceedingly popular guest on all occasions, adds sparkle to those special moments. Notes of apple, acacia, citrus fruit and almond as well as its soft yet dry palate make this a versatile and notable Italian Spumante.

### *MO Sergio – Award-winning premium wine*

This superior Spumante Extra Dry has won many prizes and awards. Its fine perlage, pleasant acidity and complex bouquet of honey, green apple and white flowers make it an elegant alternative to Champagne. This fine Spumante may be served with any course of a meal or as an aperitif.

### *MO Sergio Rosé – The Italian seduction artist*

Its luminous rosé colour with light violet reflections derives from a cuvée of red grapes from Veneto and Trentino. Notes of pink grapefruit, raspberry, blueberry and wild roses and its highly intensive, balanced and fresh taste make the international award-winning MO Sergio Rosé – in its uniquely designed bottle – the very essence of Italian seduction.

## Spago Classico – For that wonderfully Italian tickle

The traditional Frizzante "Spago" is named after the characteristic traditional string closure, the spago.

### *Mionetto Valdobbiadene Prosecco DOCG – Prosecco par excellence*

The DOCG-certified label is proof of the high quality of the wines it adorns, which originate exclusively from the protected growing area surrounding the Valdobbiadene and Conegliano communities. A finely effervescent mousseux, outstanding taste and intense fruitiness combined with notes of apple and acacia – these are the characteristics Prosecco lovers are looking for, and they will find them here! Ideal as an opener to a successful evening or as a companion to primi piatti (appetizers), white meats or fish.



## Fruity-fresh frizzante for every occasion

### *Mionetto Prosecco DOC Treviso*

#### *Frizzante – Modern and uncomplicated*

Italian love of life, the fruity-fresh way – Mionetto Prosecco DOC Treviso Frizzante, the hit in the sparkling wine market. The carefully composed cuvee made from the best grapes in the Province of Treviso in northern Italy comes in a 0.75l glass bottle with a convenient twist cap.

### *Mionetto Cuvée Frizzante – Bubbly right from the bottle*

Mionetto Cuvée Frizzante comes in a trendy, deposit-free 0.2l aluminium bottle with crown cork for enhancing a cool evening out or going to events. Small, light-weight, unbreakable and extraordinarily designed, Mionetto's 'little guy' is available in restaurants and stores – and always the highlight at social occasions. The aluminium bottle allows this finely effervescent Frizzante to be rapidly cooled to drinking temperature for uncomplicated enjoyment anywhere, with or without a glass.

# Mionetto press photos

Reprint free of charge, copyright: Mionetto S.p.A.



Mionetto headquarters

The home and headquarters of Mionetto S.p.A. in Valdobbiadene, the heart of the Prosecco winegrowing region.



Mionetto vineyards\_1

The picturesque province of Treviso offers ideal natural conditions for the Glera grape, guaranteeing the sweet aroma, delicate acidity and perfect fruitiness of genuine Prosecco.



Mionetto\_Glera\_grapes

Since 2010, Glera has been the name designating the grapes and Prosecco the name of the winegrowing region of "Veneto" and "Friuli Venezia Giulia". Exclusively sparkling wine from the region around the towns of Valdobbiadene and Conegliano may be labelled DOCG.



Mionetto vineyards\_2



Mionetto\_production\_1

In 1961 Mionetto successfully reintroduced the "spago", the traditional string tied over the cork.



Mionetto vineyards\_3

Mionetto is located in the heart of the picturesque Prosecco-producing Valdobbiadene region. Almost every one of the 10,000 residents in the area works in wine production.

# Mionetto press photos



Mionetto\_Prestige\_Prosecco\_DOC\_Brut



Mionetto\_Prestige\_Prosecco\_Rosé



Mionetto\_Prestige\_Prosecco\_DOC\_Extra dry



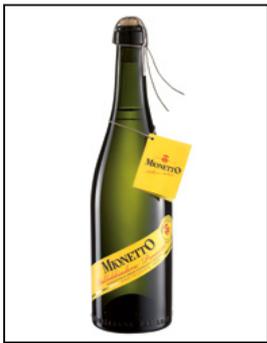
Mionetto\_Prestige\_Valdobbiadene\_DOCG



Mionetto\_Prestige\_Prosecco\_DOC\_Biologico



Mionetto\_Prosecco\_DOC\_Treviso



Mionetto\_Valdobbiadene\_DOCG\_Frizzante

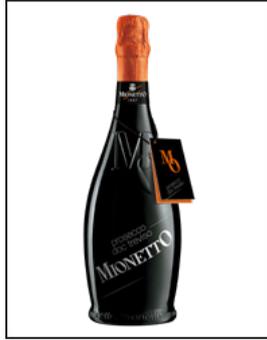


Mionetto\_Prestige\_Cuvée\_Frizzante

# Mionetto press photos



Mionetto\_MO\_Cartizze\_DOCG



Mionetto\_MO\_DOC\_Treviso



Mionetto\_MO\_Sergio



Mionetto\_MO\_Sergio\_Rosé

# Mionetto press photos



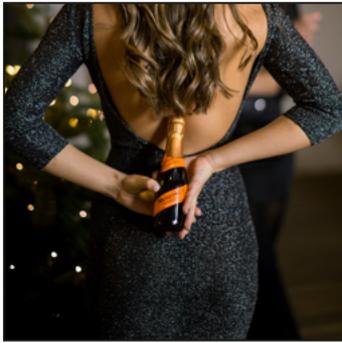
Mionetto\_Mood\_1



Mionetto\_Mood\_2



Mionetto\_Mood\_3



Mionetto\_Mood\_4



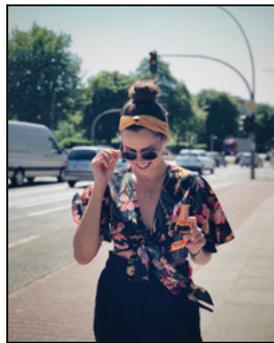
Mionetto Campaign\_1



Mionetto Campaign\_2



Mionetto\_Blogger\_1



Mionetto\_Blogger\_2

# Mionetto press photos



Ragazza e gondolieri

Orange is the iconic colour of the brand hero Mionetto Prosecco DOC Treviso Brut with the orange label.



Mionetto\_Dolce\_Vita\_1



Mionetto\_Dolce\_Vita\_2



Mionetto\_Dolce\_Vita\_3



Mionetto\_Orange\_Label



Mionetto\_Prosecco\_Rosé\_Ad



Mionetto\_Label

We would be happy to send you the photos shown here in print-ready quality. These and further Mionetto-images are also available in the image database at [www.henkell-freixenet.com](http://www.henkell-freixenet.com).

**Corporate Contact:**

Henkell Freixenet Global Export  
Vanessa Lehmann  
Brand & Business Development  
Biebricher Allee 142  
65187 Wiesbaden  
T. +49 (0)611 63231  
E. [vanessa.lehmann@henkell-freixenet.com](mailto:vanessa.lehmann@henkell-freixenet.com)

**Press Contact:**

segmenta communications  
Mascha Dunkelmann  
Neumühlen 1  
22763 Hamburg  
T. +49 (0)40 441 13017  
E. [hfx@segmenta.de](mailto:hfx@segmenta.de)