



MIONETTO

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PRESS INFORMATION



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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 Mediterranean 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 tidbits 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 nightclubs – 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.

Press locally, inspire globally

The small family-run operation established by Francesco Mionetto in 1887 has become a successful international enterprise. Mionetto, a leading brand of premium Frizzante and Spumante, is enjoyed by people all over the world. Mionetto is THE best-selling international Prosecco Brand* exported globally to more than 70 countries, and a leading brand in the United States.

Equally impressive are the many international awards Mionetto products have received. In 2017, for example, the top-selling Mionetto Prosecco DOC Treviso Brut was awarded a gold medal at both the Berlin Wine Trophy and the Concours Mondial de Bruxelles - major wine competitions - and by the international wine magazine DECANTER. Mionetto Rosé Extra Dry (Prestige line) also received gold at the Concours Mondial de Bruxelles.



Mionetto received a gold medal at the Berlin Wine Trophy 2019 for Mionetto Valdobbiadene Prosecco Superiore DOCG, Luxury Collection and a gold medal at the Mundus Vini (Spring Tasting 2019) for Mionetto Valdobbiadene Superiore di Cartizze, MO Collection.

More than a century of experience and cutting-edge technology, the highest-quality raw materials and uncompromisingly stringent quality controls, a reverence for tradition coupled with a knack for reinterpreting it anew - these are the pillars upon which Mionetto's success is based.

Source: * IWSR, Prosecco Category 2018, Criterion International Brands - Sales in 75cl Bottles

Definition International Brand: Sell in 30+ countries, which must include US, minimum 3 of the following European countries: UK, France, Germany, Spain, Italy, Sweden, Netherlands, Greece, Poland, and minimum 2 countries from 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 2018 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 – 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 Rosé Extra Dry – A sensuous seductress

Mionetto Rosé Extra Dry is an irresistible Spumante from the Mionetto Prestige line with a captivatingly fine and long-lasting perlage that makes an ideal aperitif. Its cuvee of red grapes from Veneto and Trentino exude a beguiling fruitiness aroma with notes of pink grapefruit, pomegranate and black currant. Its finely fruity taste unfolds with hints of raspberry. Whether as aperitif or a harmonious accompaniment to risotto, fish and shellfish, this sparkling Italian wine is a summer-time hit waiting to happen in its boldly distinctive and luminous colours of peach-blossom pink with violet accents.

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' six 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 since the summer of 2015. The carefully composed cuvee made from the best grapes in the Province of Treviso in northern Italy comes in a 0.75 l glass bottle with a convenient twist cap.

Mionetto Cuvée Frizzante - Bubbly right from the bottle

Mionetto Cuvée Frizzante comes in a trendy, deposit-free 0.2 l 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 il – Fresh and refreshingly trend-setters

Modern interpretations of classic Italian aperitivi

Mionetto il HUGO! – The summery charm of Italy

Message in a bottle from South Tyrol and Merano: Mionetto il HUGO! is the ready-to-drink marriage of Italian vino bianco and aromas of elderberry flower. The mixed beverage has a delicately acerbic taste with a distinctive touch of lime.

Served over a heap of ice and with a mint garnish, Mionetto il HUGO! is a refreshing companion for hot days and nights. Mionetto il HUGO! is also available in a convenient, „ready-to-enjoy“ 0.2l bottle.

Mionetto il SPRIZ –

The seducer from Veneto

A ‘Spritz’ of la dolce vita with a taste that is pleasantly bitter-sweet, tangy and refreshing. Natural hints of apple and exotic fruits with notes of herbs, sweet orange and other citrus make this attractive orange-hued beverage irresistible. Mionetto il SPRIZ should ideally be served on the rocks and garnished as desired with a slice of orange or an olive.



Mionetto press photos

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Mio_Mood_1.jpg

Mionetto is the ideal companion for those moments when we celebrate life.



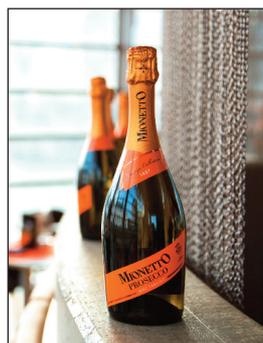
Mio_Mood_2.jpg

Orange is the striking label colour of Mionetto Prosecco DOC Treviso Brut, the brand's flagship product.



Mio_Mood_3.jpg

Energy meets seduction in brilliant orange with elegant black combined within a vivid Mionetto design.



Mio_Mood_4.jpg

Mionetto Prosecco DOC Treviso Brut is a top seller in the US market as well.



Mio_headquarters.jpg

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



Mio_Glera_grapes.jpg

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 press photos



Mio_production_1.jpg

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



Mio_production_2.jpg

The quality of Mionetto products is based on more than a century of experience and cutting-edge technology, the highest-quality raw materials and stringent monitoring and testing throughout the production process.



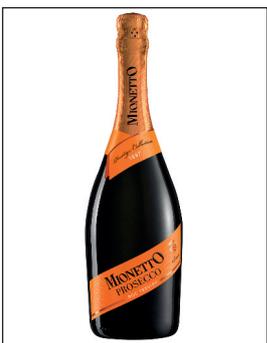
Mio_vineyards_1.jpg

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.



Mio_vineyards_2.jpg

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.



Mio_Pros_DOC_Treviso_Brut.jpg

It makes encounters more tantalising, enlivens discussions and can be found wherever life happens: Mionetto Prosecco DOC Treviso Brut exudes the lightness of being – and shares it on any occasion.



Mio_Gran_Rose.jpg

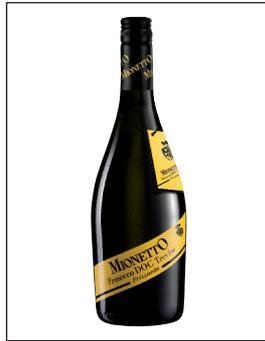
Mionetto Gran Rosé Extra Dry catches the eye in its attractive bottle with modern Mionetto design, and cuts an elegant figure as a popular beverage served at restaurants and events.

Mionetto press photos



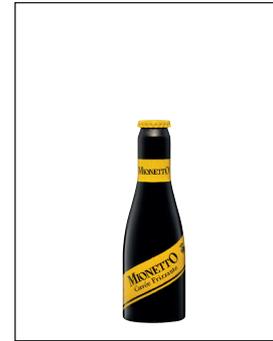
Mio_MO_Sergio_Rosé.jpg

An exquisite rosé for the senses: Gentle MO Sergio Rosé is a temptation one should simply succumb to. Its brilliant rosé colour is as irresistible as its vibrant and fruity mousseux.



Mio_Pros_DOC_Treviso_Frizzante.jpg

Fruity and fresh frizzante Prosecco is a brut sparkler with 11% vol. alcohol. A convenient twistcap has made it a favourite in restaurants and elsewhere.



Mio_Cuvee_Frizzante.jpg

Small, light-weight, unbreakable and extraordinarily designed - Mionetto Cuvée Frizzante comes in a trendy deposit-free 0.2 l aluminium bottle to enjoy while out exploring the restaurant scene.



Mio_il_HUGO!.jpg

The deliciously refreshing Hugo cocktail is a blend of Italian vino bianco and aromas of elderflower. Mionetto brings Italy's hit aperitivo as a ready-to-drink pre-mixed bottled beverage.



Mio_il_HUGO!_0.2.jpg

Like the popular Mionetto il SPRIZ, refreshing Mionetto il HUGO! is available in a practical 200 ml ready-to-enjoy bottle.



Mio_il_SPRIZ_0.75.jpg

Its harmonious orange and citrus notes and select herbs give il SPRIZ its bittersweet and sparkling fresh taste.



Mio_il_SPRIZ_0.2.jpg

Fizzy-fresh Mionetto il SPRIZ has won consumers' hearts over - one handy 200ml bottle at a time.

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.

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