

Mionetto presents new Prosecco Rosé DOC Millesimato

Prosecco Rosé DOC makes its debut and enriches Prestige Collection, Valdobbiadene Winery's iconic line

Wiesbaden, September 08th 2020 – As the production rules of Consortium Prosecco DOC notably change to meet the increasingly global trend of rosé drinking, Prosecco Rosé DOC Millesimato by Mionetto comes true. With the debut of this new product, the Winery takes the chance to strengthen its international development showing once more its great attention to global consumers' tasting features.

Prosecco Rosé DOC is a high added-value product that originates from two grape varieties coming together: Glera and Pinot Noir, vinified as red wine. A sparkling wine that combines Prosecco DOC freshness with elegant aromas intensified by the long yeast fining that takes place for 60 days in autoclave. It has an evocative yet light pink colour inspired by peach flowers and announces to consumers' taste and smell a fruity bouquet with clear notes of grapefruit and red berries. Moreover, its long maturation generates enveloping honey and bread crust aromas.

The result is a premium and high quality product featuring a delicate yet modern character. This winning combination allows Prosecco Rosé DOC Millesimato to interpret the trendiest side of Mionetto style, and make it highly appreciated by female customers who show a great appreciation of "rosé" drinking.

Its cheerful nature makes it an ideal partner also for informal drinking occasions: from aperitif to finger food, including Italian eating style, in which molluscs, shellfish, and selections of raw fish are the main ingredients. It is also perfect paired with seafood risotto.

Moreover, it is 'vegan friendly' as guaranteed by V-Label, an internationally recognized registered symbol that is a reliable and safe guide to identify and approve products containing no animal-derived ingredient.

Mionetto, being the 'best-selling international Prosecco brand' (source: IWSR 2020), is strengthening its role as the Prosecco brand in the international markets with the Prosecco Rosé. Retailers and consumers alike are looking forward to the high-profile addition to the Prestige Collection.

About Mionetto

Refreshingly Italian, sensual and of outstanding quality – Mionetto is Prosecco par excellence. The fine Frizzanti and Spumanti originate in the heart of the northern Italian Prosecco growing region of Veneto. Trendy, ready-mixed, flavoured wine-based cocktails round out the assortment. Available in more than 70 countries, Mionetto is the world's best-selling Prosecco according to IWSR, bringing Italian Prosecco enjoyment to people around the globe. For more information visit www.mionetto.com



About Henkell Freixenet

Henkell Freixenet is the world's leading sparkling wine producer, offering Cava, Prosecco, Sekt, Champagne and Crémant from one single source – complemented by a wide range of wine and spirits. The Group boasts subsidiaries in 30 countries and exports its brands to more than 150 markets across the world. Highest standards in quality and craft, coupled with market and brand expertise, have earned it the status of market leader for Cava and Prosecco globally and market leading positions in some countries for wine and spirits. The Group owns brands such as Freixenet, Henkell, Mionetto Prosecco, Alfred Gratien, Segura Viudas, I heart WINES, Mangaroca Batida de Côco and Wodka Gorbatschow. For further information visit www.henkell-freixenet.com.

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