

Enjoying La Dolce Vita – with or without alcohol!

The new Mionetto Aperitivo range

Wiesbaden, June 2024. "La dolce vita" - the Italian way of life can be summed up in just three words. When the last rays of sunshine spread their warm glow in the early evening hours, the time for aperitifs traditionally begins in Italy. According to the motto "Prendiamo un aperitivo!", people enjoy small appetizers and good drinks in a relaxed atmosphere after work before dinner. But the aperitivo is much more than just good food and a sparkling toast - it embodies Italian lifestyle and the carefree joy of being together.

Following the trend: Portfolio expansion at its best

Dedicated to all the people who want to experience the Venetian Spritz ritual at its best and following the trend in aperitivo, taken that spirits aperitifs increased by 6.4% in volume in 2023¹, **Mionetto Aperitivo** perfectly combines with the fresh and fruity aromas of Mionetto Prosecco. Born from a special recipe with a distinctive character and a captivating bittersweet taste, it delivers all the pleasure of a perfect Spritz. Mionetto Aperitivo, 100% natural flavors, is obtained following an exclusive recipe made with citrus and select botanicals. Different but harmonious flavors outline its unique character: the sweetness of the red orange and licorice, the fresh acidity of the citrus and the bitterness of botanicals and oranges.



Mionetto launches a **Mionetto Aperitivo Alcohol Free**, to be protagonist of the non-alcoholic spritz trend bringing to the international consumer the lightest taste of the Italian Spritz Ritual! Mionetto Aperitivo Alcohol Free is an original Italian alcohol-free recipe with 100% natural flavors, based on selected citrus, fruits and botanicals. Mixed with Mionetto 0.0% Sparkling Alcohol Free, it delivers all the pleasure of a premium spritz, but without alcohol, ideal to be enjoyed anytime and anywhere.



MIONETTO APERITIVO SPRITZ – 3 sparkling variation for every taste

With their unmistakable character and the bittersweet flavour typical of 'Spritz', the new Mionetto Aperitivo and Mionetto Aperitivo Non-Alcoholic harmonise perfectly with the fresh and fruity aromas of Mionetto Prosecco or Mionetto Alcohol free. True to the motto 'Prendiamo un aperitivo!', everyone can prepare their **MIONETTO APERITIVO SPRITZ** to their personal taste as an original, with a little alcohol or alcohol-free and determine the alcohol content themselves by individually combining the Mionetto products. For perfect Spritz enjoyment true to the motto 'living la dolce vita'.

¹ IWSR 2023

„Mionetto Aperitivo Spritz“ - Original

- 1) Pour ice cubes into a glass
- 2) Add 2 parts Mionetto Aperitivo
- 3) Pour in 3 parts Mionetto Prosecco DOC Treviso Brut
- 4) Add a dash of sparkling mineral water
- 5) Garnish with a slice of orange, stir and enjoy!



„Mionetto Aperitivo Spritz“ – less alcohol

- 1) Pour ice cubes into a glass
- 2) Add 2 parts Mionetto Aperitivo Non-Alcoholic.
- 3) Pour in 3 parts Mionetto Prosecco DOC Treviso Brut
- 4) Add a dash of sparkling mineral water
- 5) Garnish with a slice of orange, stir and enjoy!



„Mionetto Aperitivo Spritz“ – alcohol free

- 1) Pour ice cubes into a glass
- 2) Add 1 part Mionetto Aperitivo Non-Alcoholic.
- 3) Pour in 1 part Mionetto alcohol free
- 4) Garnish with a slice of orange, stir and enjoy!



About Mionetto

Refreshingly Italian, sensual and high-quality - Mionetto is the epitome of Prosecco. The fine Frizzanti and Spumanti come from Valdobbiadene in the northern Italian Prosecco-growing region of Veneto. The diverse range is characterised by the best traditional craftsmanship, first-class taste and a fresh design. Trendy, ready-mixed, flavoured wine-based cocktails complete the range. According to the IWSR, Mionetto is the world's best-selling Prosecco brand and is available in more than 70 countries. For further information www.mionetto.com

About Henkell Freixenet

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine producer and has a unique portfolio of brands for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group, as well as I heart Wines, Schloss Johannisberg and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship drive the Henkell Freixenet team just as much as the vision of representing every tenth glass of sparkling wine worldwide in the medium term. For further information www.henkell-freixenet.com

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