



www.worldofmezza.com



Rosé

MEZZA
di MEZZACORONA

ITALIAN GLACIAL BUBBLY

ESTATE BOTTLED SINCE 1904

THE MARKET SCENARIO

(source: Nielsen 11/2018 52 weeks TOTAL US x AOC + total combined Scantrack Liquor Wine)

STILL ROSÈ WINE

- More than 7 million cases
- 435 million \$ value
- Accounts for 5% of the total wine segment
- **Growing by + 27% in volume and + 45% in value compared to 2017**
- Italy accounts for 0.1% of the total segment

SPARKLING WINE

- More than 9 million cases
- 1.5 Billion \$ value
- **Growing by +3% in volume and +4.5% in value vs. 2017**
- Average price >17\$
- Italy accounts for 29% of the total segment

SPARKLING ROSÈ WINE

- Approx. 750K cases
- 156 millions \$ value
- **Growing by + 29.5% in volume and + 16.5% in value vs. 2017**
- Average price >13\$

- **SPARKLING ROSÈ ACCOUNTS FOR 8% OF THE TOTAL SPARKLING WINE**
- **SPARKLING ROSÈ FROM ITALY ACCOUNTS FOR 2% OF THE TOTAL SPARKLING WINE**
- **SPARKLING ROSÈ FROM ITALY ACCOUNTS FOR 29% OF SPARKLING ROSÈ WINE**

MARKET OPPORTUNITIES

Why Mezza Rosé?

1. The sparkling Rosé category is seeing growth. There are opportunities for Mezza Rosé to capitalize on this timing. There is also a growing appreciation for Italian Rosé, which leads to trying sparkling from the same brand.
2. Prosecco Rosé will soon be launched to the market, meaning there will be more attention to the category and more competition to the scene. A sparkling Rosé from Italy will easily fit into the shelf-set now. Being proactive is key.
3. It is a natural line extension and it will strengthen the Mezza concept and Mezzacorona brand as a whole.
4. Innovation is key to drive growth. We see great opportunity in offering what customers & buyers are looking for.

USPs

QUALITY

- Estate Grown Vineyards
- 100% Hand picked
- 100% First press grapes
- 100% Controlled Process
- 100% Estate Bottled

STYLE

- Cool climate vineyards - Italian Alps
Fresh Fruity style | Refined, easy drinking
- Sophisticated Blend
Chardonnay | Pinot Bianco | Pinot Nero
- Charmat Production Method
Identical to Prosecco | Richer in style | Refined

ITALIAN GLACIAL BUBBLY

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TASTING NOTES

Extra Dry Sparkling Wine
Vigneti delle Dolomiti IGT

GRAPES

A selection of white and red grapes found in the valleys at the foothills of the Dolomites:

- Chardonnay
- Pinot Bianco
- Pinot Nero

VINIFICATION

The grapes are harvested and selected by hand at the beginning of September to keep the full potential of the aromatic expression of the vines. The color remains delicate which allows the final wine to have a soft rosy hue that is lively and brilliant over time.

Each varietal is processed separately. After a soft pressing and clarification at low temperatures, the must is fermented at a low temperature

for about 10 days, then left on the lees for at least three months to enrich the structure and roundness. After this period, the varietals are blended to obtain a cuvee that is balanced in aroma, flavor profile and color. Secondary fermentation is started and stopped when the residual sugar reaches a desired value by our winemakers. Temperature is then decreased to better preserve the overall balance of flavor and strong aromas. The wine remains on the lees for 4 months and then is stabilized and bottled.

CHARACTERISTICS

Bright in color with pale pink hues. On the nose, hints of mountain rose, fresh cherry, peach and bergamot. The flavor is intense, with a very delicate bubbles and a mousse that continues for a long time. There is a fresh & juicy finish that makes the wine most lively and enjoyable.

ALCOHOL CONTENT: 12%

SERVING TEMPERATURE: 50-54°F

