



For Immediate Release

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MIONETTO CONTINUES LEAD THE PROSECCO CATEGORY CLOSES 2009 WITH DOUBLE-DIGIT GROWTH

New York – Mionetto, the leading brand of prosecco in the US, is proud to report that it closed its 2009 books up with 36% growth compared with 2008. Having sold more than 220,000 cases in 2009 Mionetto, for yet another year, controls more than 30% of the Prosecco wine market share in the US. IRI (Information Resources Inc) reports that Mionetto was the sparkling wine leader with the largest percent growth from 2008 to 2009 in dollar sales. Not only did Mionetto close 2009 way ahead of the pack its 2010 is off to a great start with their January 2010 depletions up 41% compared with January 2009.

Ask Enore Ceola, Managing Director of Mionetto USA, what has thus far been the recipe for Mionetto's success and he will tell you: Growth of Prosecco's popularity (he calls it "affordable-chic"), Mionetto's consistent brand marketing and messaging, Mionetto's strong partnerships with its wholesalers, retailers and restaurants, and the loyalty of Mionetto's customers.

According to Ceola, the Prosecco category in the US is going through an evolution that he claims looks like more a revolution. He explains, "Champagne is down in the US by almost 400,000 cases yet the sparkling wine category is up 2.5%. This means that consumers are drinking bubbles and most of them are drinking Prosecco. A similar situation occurred in the late 1980s early 90s during the economic crisis in Europe which resulted in consumers in the UK and Germany to discover prosecco. Consumers tried it, and realized that Prosecco was a great value - a great everyday sparkling wine that was different from cava, asti, and champagne. Today Prosecco out-sells champagne in the UK and in Germany. Consumers in the UK and Germany still drink champagne, but they consider prosecco to be an affordable-everyday luxury." Ceola believes that what happened in the UK and in Germany will be repeated in the US over the next years. He believes that Prosecco will out-sell champagne and will help convert more consumers to enjoy bubbles without needing a special occasion.

Mionetto opened its US subsidiary in 1998. Starting with 2 salesmen and 1 person working in operations and logistics, Mionetto began introducing Prosecco to wholesalers, retailers and restaurateurs around the US. "The beginning years were rough," said Ceola. "We had to first explain to many customers what Prosecco was, then why they needed to buy it, and then why it had to be from Mionetto. When I look back on the last 11-12 years, it is amazing how far the prosecco category and Mionetto has come."

Mionetto has sought to stay in front of the curve. “It is important to study the marketplace and work to anticipate what the future market needs will be. Mionetto has worked hard to establish the prosecco category. We listen to consumers and our customers and try to work with them to create the right packaging and taste-profiles at the correct price points,” says Ceola. This forward thinking has resulted in the memorable out-of-the-box packaging of IL Prosecco, and the recently launched eco-friendly Prosecco– Certified Organic. Mionetto’s hard work has paid off. Mionetto is by far the US prosecco brand leader and winner of such awards as the 2009 *Impact* Hot Brand Award. *Cheers*, the wine and spirits trade publication, lists Mionetto as one (of two sparkling wines) of its Fast Track Brands and says that “Mionetto bucked the trend showing strength in a flat category.”

Mionetto’s line up: Prosecco- IL Prosecco, Prosecco Brut, Prosecco-Certified Organic, Valdobbiadene DOC; the Prosecco-based sparkling wine Sergio and the sparkling Sergio Rosé offers customers choices to suit all occasions. Mionetto’s line of Proseccos and Sparkling Wines are available nationally. For more information on Mionetto's extensive offering of Prosecco and Sparkling Wines please contact Mionetto at 1-866- *mio-club* (646-2582) or email Mionetto at gwirth@mionettousa.com

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