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## **MIONETTO PROSECCO: PERFECT GLASS OF FESTIVE BUBBLES**

New York – Mionetto wants to celebrate the holidays with you and ring in the New Year! With the struggling economy, more entertaining will be done at home this year and many consumers will be looking for new ways to create affordable festive and elegant atmospheres. What better way to set the celebratory tone than serving an Italian bottle of bubbles from Mionetto. Enjoying a glass of Prosecco is festive, sophisticated, and relaxing. It is the perfect way to set an elegant and jubilant tone for all holiday gatherings from cocktail parties to intimate dinners. Mionetto Prosecco's approachable taste-profile, sharp pricing, and attractive packaging also make it the perfect holiday and hostess gift.

Mionetto Prosecco's flexibility makes it the perfect ingredient for your holiday celebrations. Traditionally enjoyed on its own as an aperitif and delicious throughout a meal, Prosecco has, in the last few years, become a consumer favorite as an additional ingredient to traditional cocktails. Now, Prosecco is commonly combined with other beverages to create truly innovative and effervescent drinks.

Mionetto's Mixology Contest, which ran from June 2008-2009, confirmed consumers' enthusiasm for incorporating Prosecco in clever drink concoctions. "We received an outstanding response to our Mixology Contest," says Enore Ceola, Managing Director for Mionetto USA. "The beauty of Prosecco is how many different ways it can be enjoyed." Benefitting from the recent cocktail renaissance, Prosecco's fruit forward flavors and "gentle" bubbles make it a delicious ingredient for cocktails. With a cocktail debut in one of history's most famous cocktails, the Bellini (Prosecco mixed with peach juice), Mixologists have come up with some super creative concoctions broadening the breadth of Prosecco's uses. The holiday season is a perfect time to experiment!

Mionetto's eye-catching and elegantly classic packaging from the *IL* line recognized by its crown-cap top and colorfully swirled yellow logo; to the bright orange packaging of Mionetto Prosecco Brut; and the elegantly shaped Sergio bottles, make any of the Mionetto wines a most thoughtful and attractive hostess gift.

Mionetto, the leading Prosecco brand sold in the US, is looking forward to a happy holiday season. Mionetto offers a full line of Proseccos and Sparkling wines to suit festive occasions of all types. The Mionetto family of Prosecco and Sparkling wines include: IL Prosecco and IL Moscato (srp \$9.99); Mionetto Prosecco Brut and Mionetto Moscato Dolce (srp \$14.99); Mionetto Prosecco – Certified Organic (srp \$15.99); Sergio and Sergio Rosé (srp \$20); and Valdobbiadene DOCG (srp \$19.99).

Mionetto's line of Proseccos and Sparkling Wines are available nationally. For more information on Mionetto's extensive offering of Prosecco and Sparkling Wines which includes IL Prosecco, IL Moscato, Mionetto Prosecco Brut, Mionetto Moscato Dolce, Mionetto Prosecco-Certified Organic, Sergio and Sergio Rose, and Valdobbiadene DOCG please contact Mionetto at 1-866-*mio-club* (646-2582) or email Mionetto at [gwirth@mionettousa.com](mailto:gwirth@mionettousa.com)

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