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MIONETTO MAKES GREEN UPDATES FOR ITS  
SERGIO AND SERGIO ROSÉ WINES

New York – Mionetto’s Sergio and Sergio Rosé wines have been updated, some changes evident and some not, but all are pro-environment. Mionetto’s “green” modifications include elegantly designed outer shippers, which are recyclable and hold 12 bottles versus the previous 6 bottles. As well, Mionetto is now using a new bottle manufacturer that will, while retaining the quality and elegance of the Sergio, create lighter bottles that will lower the case weight and therefore decrease the transportation costs. Sergio and Sergio Rosé do not use paper labels. Their labels are painted onto the bottles by using an organic printing method that is chemical-free, yet another green element! All of these earth-friendly changes have resulted in a savings for Mionetto that will be passed onto the customer. Sergio and Sergio Rosé will sell at suggested retail prices of \$19.99.

“We are very pleased with all of the “green” elements that have resulted from this re-package. The new 12-bottle cases reduces the carbon footprint for the two wines, the lighter bottles reduce the amount of energy needed for transportation, and the lighter bottles make for less glass waste,” says Enore Ceola, Managing Director of Mionetto USA. “Sergio and Sergio Rosé are Mionetto’s Tete de Cuvees. We feel that all the right moves were made to insure that we would have the best packaging for our signature blends.”

Sergio and Sergio Rosé are sold in some of America’s best restaurants, including New York City’s Chanterelle; Chicago’s Prosecco; Los Angeles’ Beverly Hills Hotel; and San Francisco’s Kuleto’s. Sergio is the *original* Prosecco recipe which is a blend of 70% Prosecco and 30% locally grown grapes: Verdiso, Bianchetta, Perera and Chardonnay from the Veneto while Sergio Rosé is a blend of 70% Raboso and 30% Lagrein grapes. Sergio and Sergio Rosé are two of Mionetto’s most prestigious blends. Named after and created by master oenologist, Sergio Mionetto, these wines were made to showcase the flavor and potential of the Veneto’s indigenous grapes.

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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