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Mionetto Prosecco: Now is the Time

New York – Prosecco has arrived. Mionetto, the leading prosecco sold in the United States, closed the first half of 2009 up 28 % and the overall Prosecco category is up 20%. In addition to its US growth, Mionetto recently obtained the prestigious DOCG status given to Prosecco which places it in the same ranks as Italy’s big boys: Brunello di Montalcino and Barolo. There is no question that Mionetto Prosecco is enjoying unparalleled success. *Its time is now.*

Cheers, the wine and spirits trade publication, lists Mionetto as one (of two sparkling wines) of its Fast Track Brands. Chosen for its double-digit growth over each of the past 4 years, *Cheers* says that “Mionetto bucked the trend showing strength in a flat category.” Despite the economic recession, Mionetto’s success proves that it has created a growing customer demand for an affordable, quality Prosecco. It is clear that Mionetto is the Prosecco of choice for a growing population of Prosecco drinkers. Mionetto USA opened its operations in 1997 and is considered to be the US Prosecco pioneer. “When we started Mionetto USA Prosecco was truly unheard of. Our time was spent introducing the wine to consumers and buyers,” says Mionetto Managing Director, Enore Ceola. “Today Prosecco is very well known and sought out. Consumers request it; retailers need to carry it and most restaurants offer Prosecco by the glass. We are fortunate to be the leaders in this still growing category and look forward to continued success as consumers make Prosecco a regular part of their occasions. Prosecco is more versatile than Champagne. It’s perfect alone or as a great cocktail. In Italy we drink Prosecco every day because it’s more fun and lively. Prosecco is really a lifestyle not an occasion”.

“Prosecco’s fresh fruit flavors and soft bubbles make it enjoyable on its own and a delicious addition to cocktails,” says Ceola. “Since 1887 the Mionetto family has been producing the finest Proseccos and we are thrilled at its success in the United States. Customers are recognizing IL’s unique crown cap and Mionetto Brut’s bright orange label. We have a variety of Prosecco offerings at competitive pricing: our IL line with the famous crown cap retails for \$9.99; Mionetto Prosecco Brut for \$14.99; Mionetto Prosecco – Certified Organic for \$15.99; Sergio at \$19.99; and Valdobbiadene DOCG retails for \$19.99. We saw first-hand the growth of Prosecco in the US market as consumers begin to choose Prosecco over Champagne and other sparkling wines. The secret to Mionetto’s success lies in its freshness. With its high market turnover, on-demand bottling technique, and unique ability to store base wine in large tanks, Mionetto provides the freshest Prosecco available today. We believe that to be successful we must continue to offer superb award-winning wines at affordable prices. We are very proud to have a strong range of wines which allows a prosecco for all occasions and any budget.” Mionetto is truly *the* prosecco winery.

The recently bestowed DOCG on Proseccos made from the Conegliano-Valdobbiadene subzones in the heart of Prosecco-land is further evidence of Mionetto’s rising influence. As a result, IL Prosecco, Mionetto Prosecco Brut, and Mionetto Prosecco – Certified Organic will all become DOC wines; and Valdobbiadene DOC will become Valdobbiadene DOCG.

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, 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

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