



FOR IMMEDIATE RELEASE

Green light for the launch of a new wine category: a new DOC by Zonin makes its debut on the Quebec market to give new meaning to “All day Rosé”



Montreal, February 1, 2021 — Quebec's favourite wine and Prosecco brand will make us tickled pink with the release of its highly anticipated **Prosecco DOC Rosé**, just in time for Easter and Mother's Day. Zonin1821, the beloved Italian wine and fizz maker has yet again put its wine mastery to work following the recent approval of rosé production by the Prosecco DOC Consortium. The creation? A fresh, balanced, and lively **Prosecco Rosé** that both satisfies the DOC requirements and exceeds expectations. Consumers and producers alike have long been awaiting the launch of this new category of effervescent and vivacious blushing beverage and will be thrilled to hear that it is planning to make its debut in April in Quebec for \$18.95.

Made from a blend of 85% Glera and 15% Pinot Noir (vinified in red) in line with the regulations of the Consortium, the wine follows the Charmat method and is naturally fermented in pressurized stainless-steel tanks for at least 60 days. This results in a lightly coloured sparkling rosé with a fine perlage and soft, persistent foam. The fragrant and fruity bouquet features a hint of almond, wisteria flowers, Renette apple and red berries. Just like its big brother Zonin Prosecco DOC Cuvée 1821, the new rosé is a delightful wine that is soft and smooth on the palate. Excellent as an aperitif and ideal alongside hors d'oeuvres, risottos, fragrant fried foods and grilled fish, **Zonin1821 Prosecco DOC Rosé** is perfect for a romantic tête-à-tête or to celebrate with family in our bubble and friends during a virtual cocktail party.

*"The new **Zonin Prosecco DOC Rosé** has all the hallmarks of a wine signed by Zonin. It's fresh, fruity, and above all, impeccably balanced," explains Katie Wallace, Marketing Director at Mosaic Wine and Spirits, the agent of Zonin in Quebec. "The launch of **Prosecco Rosé** marks a new era, and together with Zonin, we're excited to be at the forefront of that new category in Quebec. Zonin is the best seller in the market and we expect that the new rosé will set the tone to the new year, bringing a fun, approachable sophistication that will help all of us to see **la vie en rose**."*

THE NEW DOC APPELLATION

Sales of the buzzworthy sparkling wines has grown almost tenfold in a decade, reaching an astonishing 600 million bottles sold worldwide each year. In fact, one in ten bottles of wine sold globally now is bubbles, a statistic driven by the phenomenal success of Prosecco. Whether it's because of the fruity drink or the inexpensive yet luxurious fizz, the sparklers dominate the market here in Quebec as well with over five million liters imported yearly by the SAQ. Prosecco's 'creamy' bubbles make it refreshing and versatile and it is one of the top ten drink trends of the century. It has been ideally suited to cocktails, traditionally the Bellini, but exploded with the popularity of Aperol Spritz. As for the price, Proseccos provide a sparkling alternative for cash-strapped consumers.

The power of this new Italian wine resides in its blend of Glera and Pinot Noir grapes – the latter expected to make up to 15% of the blend. The Consortium requires that a vintage year be included on the label. In addition to invigorating the market with a new category, there is plenty to get the sparkling wine lover excited when it comes to **Prosecco rosato** with millions of bottles of **Prosecco DOC Rosé** in production set to be released this year in foreign markets, including Canada.

Delightful to enjoy at the dinner table or by itself, **Zonin Prosecco DOC Rosé** will retail for \$18.95 and is slated to make its Canadian debut in April at select SAQ locations in Quebec. Information on where to buy will shortly be available at Mosaic.ca and Saq.com.

ABOUT MOSAIQ WINES AND SPIRITS

The leading marketer of beverage alcohol brands in Quebec, Mosaic Wines and Spirits was founded in Montreal in 1998 by four former Seagram employees with a passion and vision to redefine the beverage industry. Armed with a prestigious portfolio of premium wines, ready-to-drink and spirits, Mosaic is an independently owned company firmly dedicated to building brands that complement the lifestyles of today's discerning consumers.

For more information, high resolution photography or to schedule an interview, please contact The PR Department at medias@prdepartment.ca or 416-535-3939.