NEW!

SELECTION OF VARIETAL WINES



BEAUTY IN EACH DROP

TABLE WINE CATEGORY

The still wine category is the fourth largest alcohol category by value and the third by volume in Poland. In terms of value, the still wine category recorded increases of 1.6% (Nielsen, MAT 01'2021 vs MAT 01'2022). Upper mainstream semi dry wines (20–30 pln) are the fastest growing segment in the still wines category. Following this trend we decided to broaden our portfolio of still wines for three new types: Sangiovese, Pinot Grigio and Rose.

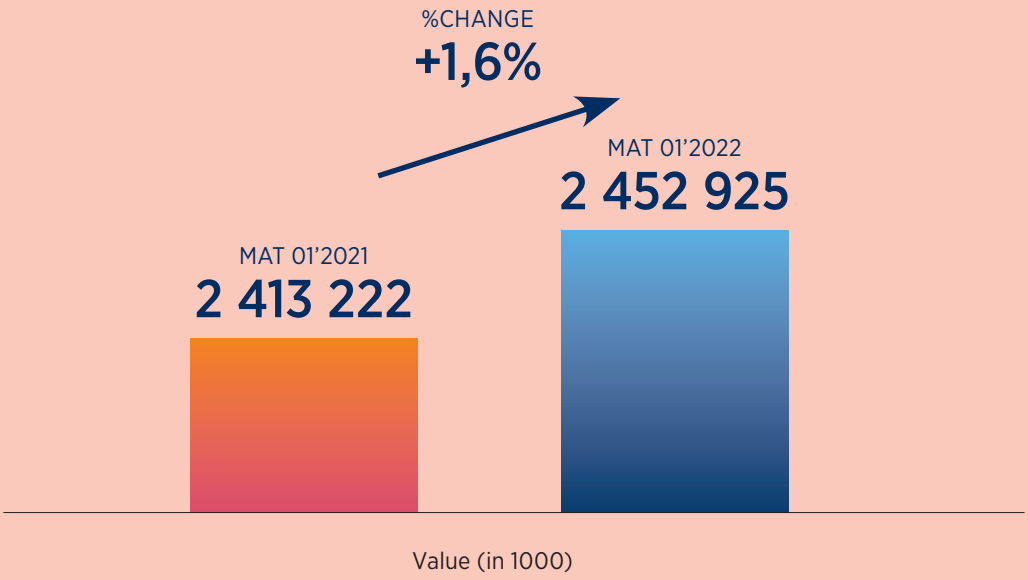
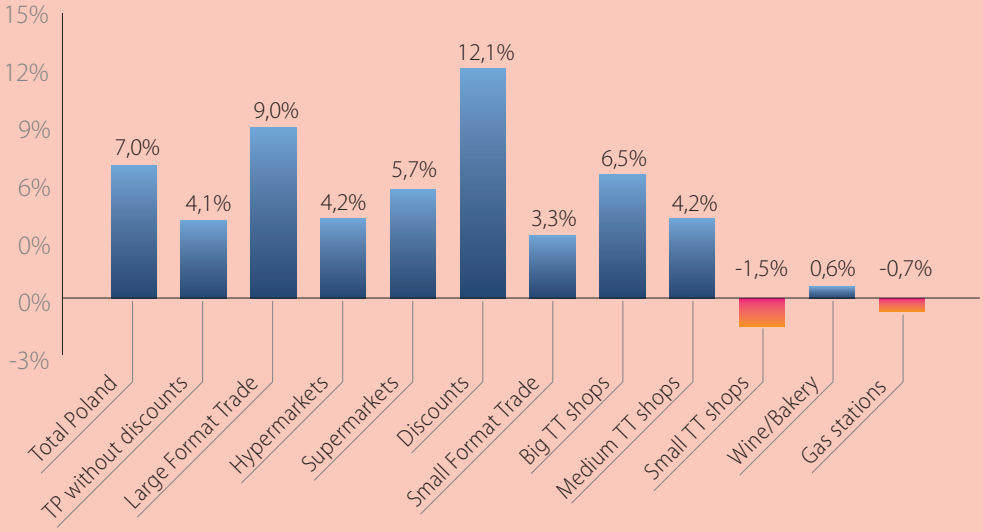




TABLE WINE – DYNAMICS

Category increase dynamics, in terms of value ND'21 MAT:



MICHEL
ANGELO

SELECTION OF VARIETAL WINES



Pinot Grigio *Rose* *Sangiovese*

CONSUMER CHALLENGES

MICHEL ANGELO



Consumer still has some challenges while choosing the „right" wine from the shop shelf.
First challenge is the diversity of wines and wines types in the shop. There is always a risk to buy a wine which taste would be dissapointfull or would not meet the expectations. There is still a challenge with reading the label (the varieties grapes, regions etc.)
So even if the consumer has found his/her taste there could be challenge to find this kind of wine again.
New line of MichelAngelo is made to meet consumers' expectation and help them to deal with challenges.

MichelAngelo selection of the table wines will be **tastefull italian wine & smart choice** for people who already know something about wine but also for those who are beginning their journey with wine.

MichelAngelo Pinot Grigio

MICHEL ANGELO

MichelAngelo Pinot Grigio is a light white wine from the Rubicone wine area, famous for its refreshing wines.

Aroma: Delicate floral and citrus with notes of sweet apple and ripe lemon.
Taste: Intensely refreshing taste of lemon and ripe sweet apples.
Perfect for: Fish, seafood, yellow cheese and as an aperitif.
Serve at 7-9°C.

750 ml
11,5% Vol.



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MichelAngelo Rose

MICHEL ANGELO

MichelAngelo Rose is a light pink wine from the Veneto region in Northern Italy. Geografically the region is located closes to the most romantic city in the world – Verona, about which Shakespeare wrote in his work Romeo and Juliet.

Aroma: Encourages and refreshes with the aroma of harvested strawberries, cherries and gean.
Taste: Refreshing, cherry notes strawberry-raspberry sorb.
Perfect for: Fish, seafood, yellow cheese and as an aperitif.
Serve at 8-10°C.



750 ml
11,5% Vol.

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MichelAngelo Sangiovese

MICHEL ANGELO

Sangiovese is a noble, proven over the years, italian type of grape. The name of the grape has an unusual origin, it comes from the Latin sanguis Jovis and means the blood of Jupiter.

Aroma: Very intense aroma of ripe cherries, slightly complemented by notes of sweet spices.
Taste: The delicate acidity of cherries combined with the subtle sweetness of very ripe cherries. Extremely juicy and fruity.
Perfect for: Meats, bruschetta, pizza and pasta with red and meat sauces.
Serve at 14-16°C.



750 ml
12% Vol.

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