

NEW 2021/2022



FRESCO

frizzante






**FRESCO FRUTTI
WATERMELON**

FRESCO FRUTTI FRIZZANTE WATERMELON

The new Fresco Frutti Frizzante will surprise you with the sweet flavour of watermelon. A combination of its intense aroma and light bubbles ensures full refreshing power. It is exceptionally refreshing – excellent for casual, summer meet-ups. It is characterized by a mild and balanced flavour and light fizz. The delicacy and absence of any hint of bitterness or unpleasant acidity gives a subtly perceptible sweetness. It has a wonderful pink colour. It can be served solo and as an addition to salads, white meats and cold cuts.



REFRESHING COCKTAIL

-  150 g of watermelon pulp
-  1 tablespoon of lime juice
-  1 tablespoon of cane sugar
-  100 ml of FRESCO FRIZZANTE WATERMELON wine
-  ice cubes

Put all of the ingredients into a blender, mix at high speed. Pour into glasses or chalices and add ice cubes.



For wine consumers, Fresco Frizzante is an offer that expands the consumption of wine, also for refreshment and outdoors

Fresco Frutti is sweet – a flavour suited to the developing preferences of consumers
Fragola / Pesca & Mango / Watermelon – favourite flavours of Poles, served in an Italian way
The Fresco Frutti base is a delicately sparkling, fruity wine
The Fresco brand – a sales hit in Poland and a guarantee of invariably high quality of wine



Breaks the mould! The crisp Frizzante, as the Italians say, quenches the thirst and stimulates appetite
All the flavours of Fresco Frizzante, now in a handy bottle of 330 ml
Easy to open – screw cap. Perfect for all outdoor occasions and impulse buying
The key to refreshment! The only brand on the Polish market offering light effervescent in a small volume.



- 🍷 Fresco is one of the oldest wine brands in Poland!
- 🍷 It is a known and valued brand which has for nearly 30 years enjoyed unabated recognition of Poles.
- 🍷 One of the most recognizable wine brands.
- 🍷 One of the largest house wine brands – over 13 mil. bottles sold annually.
- 🍷 The brand with the highest numerical distribution, in the house wine category, in the economy segment.
- 🍷 Unmatched price to quality ratio.
- 🍷 Thanks to Fresco we can enjoy wine any given day, and its purchase does not have to be related to large expenses.

FRESCO FRUTTI FRIZZANTE – EVEN BETTER REFRESH!

- 🍉 Alcohol content: 5,5%
- 🍉 Filling the gap in the refreshment segment, so far served only by beer, where consumers do not find offers that suit them.
- 🍉 The Fresco Frutti Watermelon base is a delicately sparkling, fruity wine.
- 🍉 With an easy to open screw cap. Perfect for all outdoor occasions and impulse shopping.
- 🍉 The key to refreshment! The only brand on the Polish market offering a light, watermelon-flavoured fizz.

FRESCO FRUTTI FRIZZANTE WATERMELON – TECHNICAL DATA:

- 🍉 **EAN Product Code:** 590 053 300 239 5
- 🍉 **EAN Carton code:** 590 053 310 564 5
- 🍉 **Number of units per carton:** 6
- 🍉 **The flavouring content is <0.05%,
the sugar content is 80gr/litre**

