

**CIN&CIN**

PROSECCO

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PROSECCO  
ROSE

WORLD PREMIERE

A NEW CHAPTER OF THE  
PROSECCO REVOLUTION



# PROSECCO – THE MARKET REVOLUTION



# THE NEW ROSE PROSECCO

In the last few years, Prosecco has become one of the most fashionable alcoholic beverages on the Polish market and has completely changed the image of the sparkling wine category – from traditional alcohol served for toasts to a party must-have at every event – tasty, light, perfect for any occasion, served solo and in drinks. In a short period of time Prosecco also became one of the most known and desired wine “brands”.

Prosecco has also been the main driver of the sales development of the sparkling wine category in Poland. It is already responsible for 40% of the sales value of the category (MAT JJ 2020). For comparison, two years ago it was less than 30%.

Until now, its sales have been based on the regular white variant of the wine, most often the Extra Dry version – this has distinguished Prosecco from other types of wine where the colors and flavors broadened consumer choice.

From 2021, a great change is being prepared for the Prosecco market! Veneto wine growers have created a new, amazing wine – Prosecco rosé. It is based not only on the Glera variety – responsible for the delicate, floral aroma, but also the noble Pinot Noir variety, which provides additional notes known from red and pink wines. From next year, thanks to the creation of the new Prosecco appellation (DOC Prosecco Rose), it will be possible to bottle and sell it to the market.

What is more, selected producers (only from the Veneto region) were given the opportunity to start sales of Prosecco Rose in the last quarter 2020. This year, only wineries that harvested Pinot Nero in 2019 can start selling it. That includes Cin&Cin supplier – Viticoltori Ponte.

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## THE PRODUCT

### PROSECCO DOC ROSÉ EXTRA DRY

<b>APPELLATION:</b>	Prosecco Rosè DOC Millesimato
<b>GRAPES:</b>	min. 85% Glera + 10% / 15% Pinot Nero (must come from the same area as Glera – not from abroad or other Italian regions).
<b>VERSION:</b>	Spumante
<b>ACIDITY:</b>	approx 5.5
<b>RESIDUAL SUGAR:</b>	approx 13
<b>ALCOHOL vol:</b>	11%
<b>COLOUR:</b>	light pink, Provence style, elegant and persistent perlage
<b>FLAVOUR:</b>	Well balanced with harmonious balance among acidity, sweetness and sapidity. Fresh, fruity and delicate bouquet
<b>VINIFICATION:</b>	grapes harvested at a right ripeness, soft pressing in the winery, fermentation at controlled temperature, second fermentation with Charmat method

