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**BISOL1542**

**presents**

**Jeio Prosecco DOC Rosé**

*Valdobbiadene, December 2020* – We announce the launch of the first Prosecco DOC Rosé from premiere Italian Prosecco Superiore brand Bisol. This launch coincides with the introduction of Prosecco rosé by Italy’s Prosecco DOC Consortium — a response to the record popularity of both sparkling and rosé wines.

A 2019 vintage brut offering (6.5g/L) composed of 85% Glera and 15% Pinot Nero grapes using the Charmat method, Jeio Prosecco DOC Rosé is soft, effervescent, and crisply mineral-forward at 11% ABV. An elegant shade of coral pink with fresh notes of rose, wild strawberry, lychee, and lemon flowers, its harmoniously fruity nose, delicate vinosity, luscious sapidity, and fine, creamy perlage are all welcome additions to a range of occasions, from casual to celebratory, making it a versatile and easy addition to any wine cellar or rack.

Importers in the world are very excited to learn about the Prosecco DOC Consortium’s decision to include Prosecco rosé, a thrilling milestone in the luxury Italian wine industry. Prosecco has experienced record growth in best markets, and Bisol1542’s expression of the crossroads of rosé and sparkling wine has a great potential inside its secular heritage.

Released in limited quantities, Bisol 1542 Jeio Prosecco DOC Rosé will certainly affirm 21st generation winemakers Gianluca and Desiderio Bisol’s reputations as master winemakers and innovators in luxury sparkling wine.

“Bringing the finest Prosecco rosé to the American market is an honor for our family and business, and we’re eagerly anticipating an excellent reception of these outstanding bottles,” says Gianluca Bisol.

Pioneers in the art of crafting Prosecco Superiore, Bisol will be among the first Italian luxury brands to popularize this vibrant, food-friendly new variety with the initial shipments of Bisol 1542 Jeio Prosecco DOC Rosé.

**BISOL1542** represents, since 1542, the purest interpretation of Prosecco created in Valdobbiadene area. Jeio collection is the fruit of two interwoven love stories. On one side is the Bisol family with their vineyards that they have been nurturing for generations with care and dedication. On the other side is the love of Giovanna Bisol for her husband Desiderio, whom she affectionately called “Jeio”.

Jeio was a true pioneer of Prosecco and this line of sparklings is the contemporary, fresh and cosmopolitan face of Bisol1542, a winery always proud of its long tradition, but ever ready to evolve and look towards the future. Jeio is the meeting point between the typically Italian ‘savoir faire’ with spontaneity and cosmopolitan informality.