



BISOL
1542

Jeio Prosecco DOC Rosé



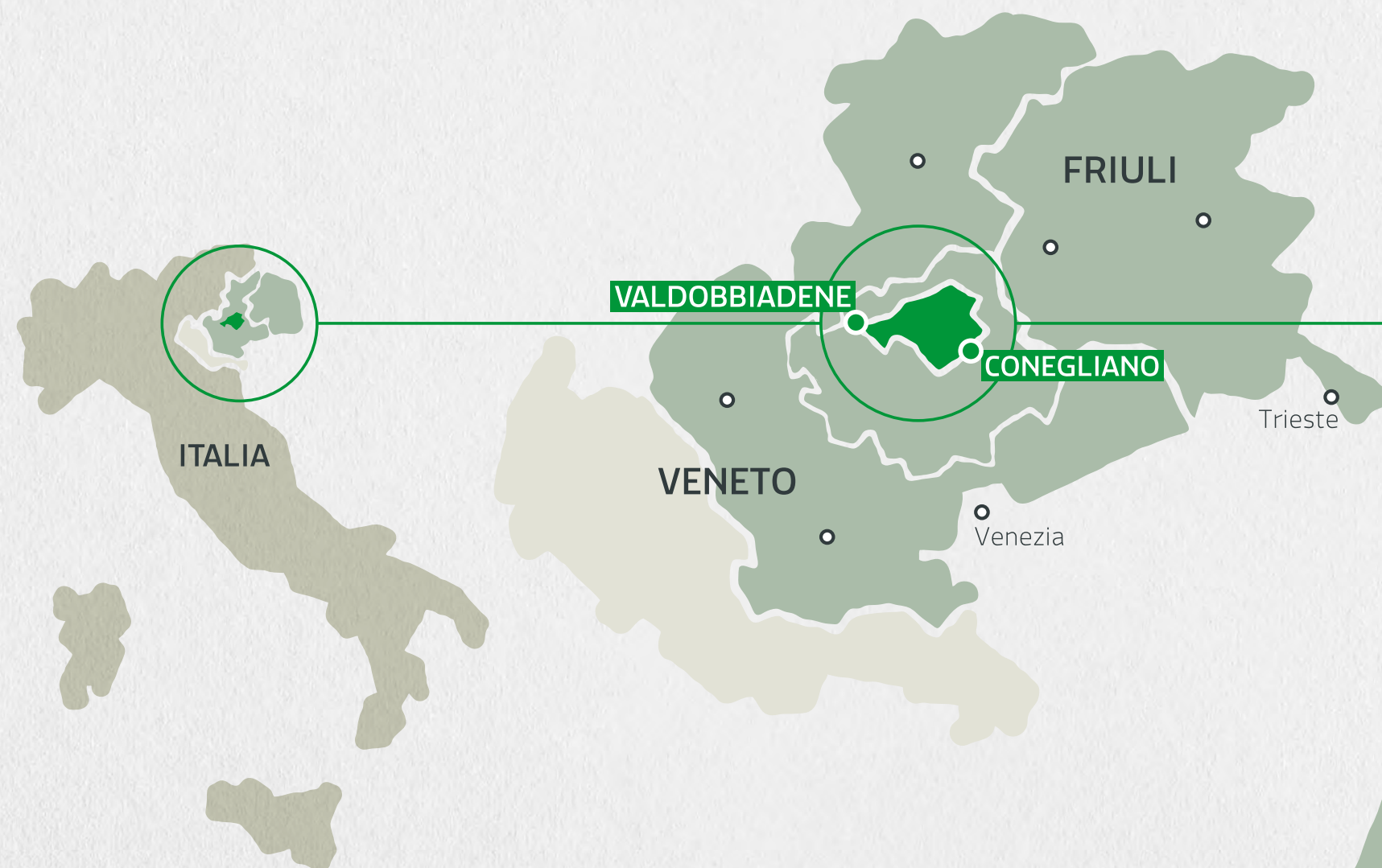
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DRINK RESPONSIBLY

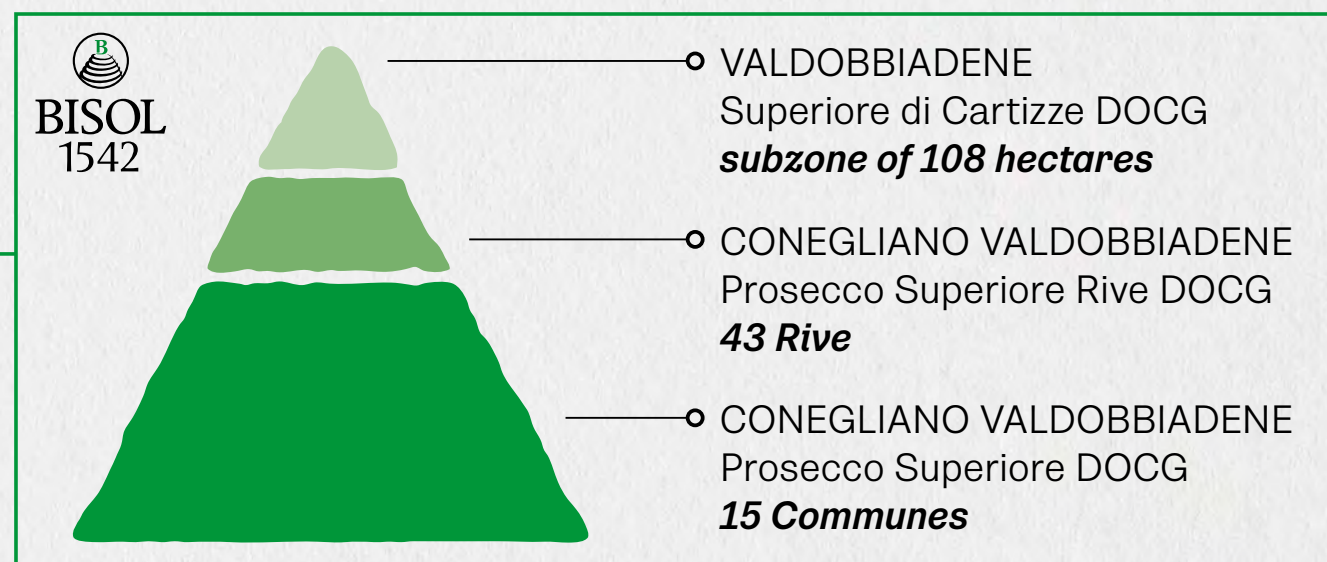


Bisol 1542 Peak of Quality



The Production Area of Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.

The Quality Pyramid





Bisol 1542

Superior Heritage

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.



Bisol 1542 – Handmade works

mankind and the land have shaped each other

For centuries wine culture has been rooted in our land, the steep hillsides forcing us to adopt a form of "*Heroic Viticulture*" based on toil and expertise in manual labour



What is...

Prosecco DOC Rosé

GRAPES

Glera

85% minimum
90% maximum

Pinot Noir

10% minimum
15% maximum

VINTAGE

It is mandatory
in the label

Millesimato 20XX

FERMENTATION

Charmat Method

60 days

notes:

Prosecco DOC
is 30 days

PRODUCTION AREA

Veneto Region

Provinces:

Treviso
Venezia
Belluno
Vicenza
Padova

Friuli Region

Provinces:

Gorizia
Pordenone
Udine
Trieste





BISOL1542 presents...

Jeio Prosecco DOC Rosé

The DNA of the Bisol1542 brand is laden with intuition, the strength and ability to make bold, state-of-the-art choices, to seek out the new, like pioneers, and to embrace the changes over 21 generations whilst always striving for excellence. It is from this legacy and a profound cultural knowledge of the land and its fruits, that our **new Prosecco DOC Rosé branded Jeio by Bisol1542** has taken root.





This is our new Jeio Prosecco DOC Rosé

by #Bisol1542





GRAPES

85% Glera
15% Pinot Noir

FERMENTATION

60 days

VINTAGE

20.....

PRODUCTION AREA

Glera Grape

From our best selection
in the Veneto Region

Pinot Noir Grape

4 hectars from
our Single Vineyards plot
in Follina, in the hearth
of Veneto Region



Jeio Prosecco DOC Rosè
millesimato **brut**

Colour

The *Tiepolo* – a very famous Venetian artist – Pink in the glass offers a delicate and brilliant nuances

Flavour

Soft and balanced, clean cut, distinct and elegantly penetrating

Bouquet

Floral, sweetness of rose and lily with a fresh citrus fragrance.

Sugar content

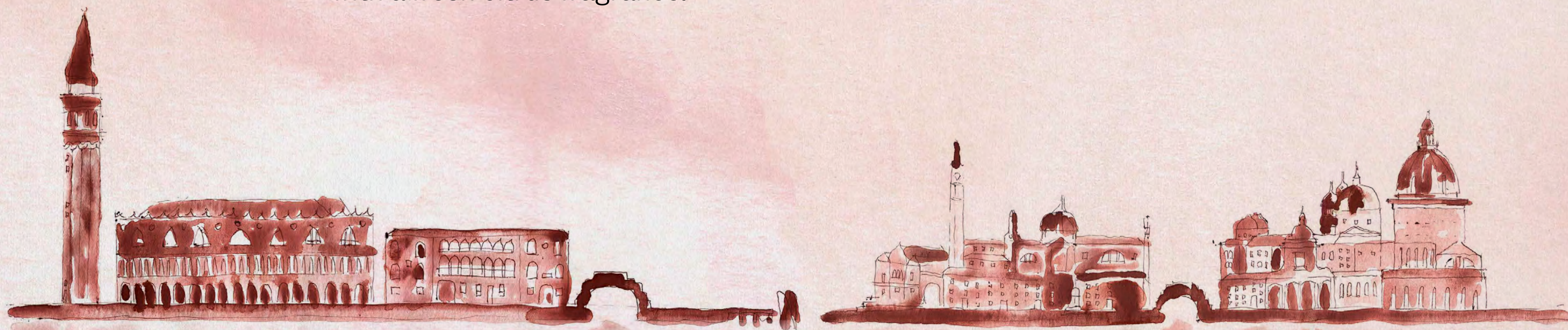
6,5 g/liter Brut

Alcolho content

11% Vol

Overall acidity

5,5 g/liter





Our Pinot Noir of Follina

between the **Dolomites** and Venice

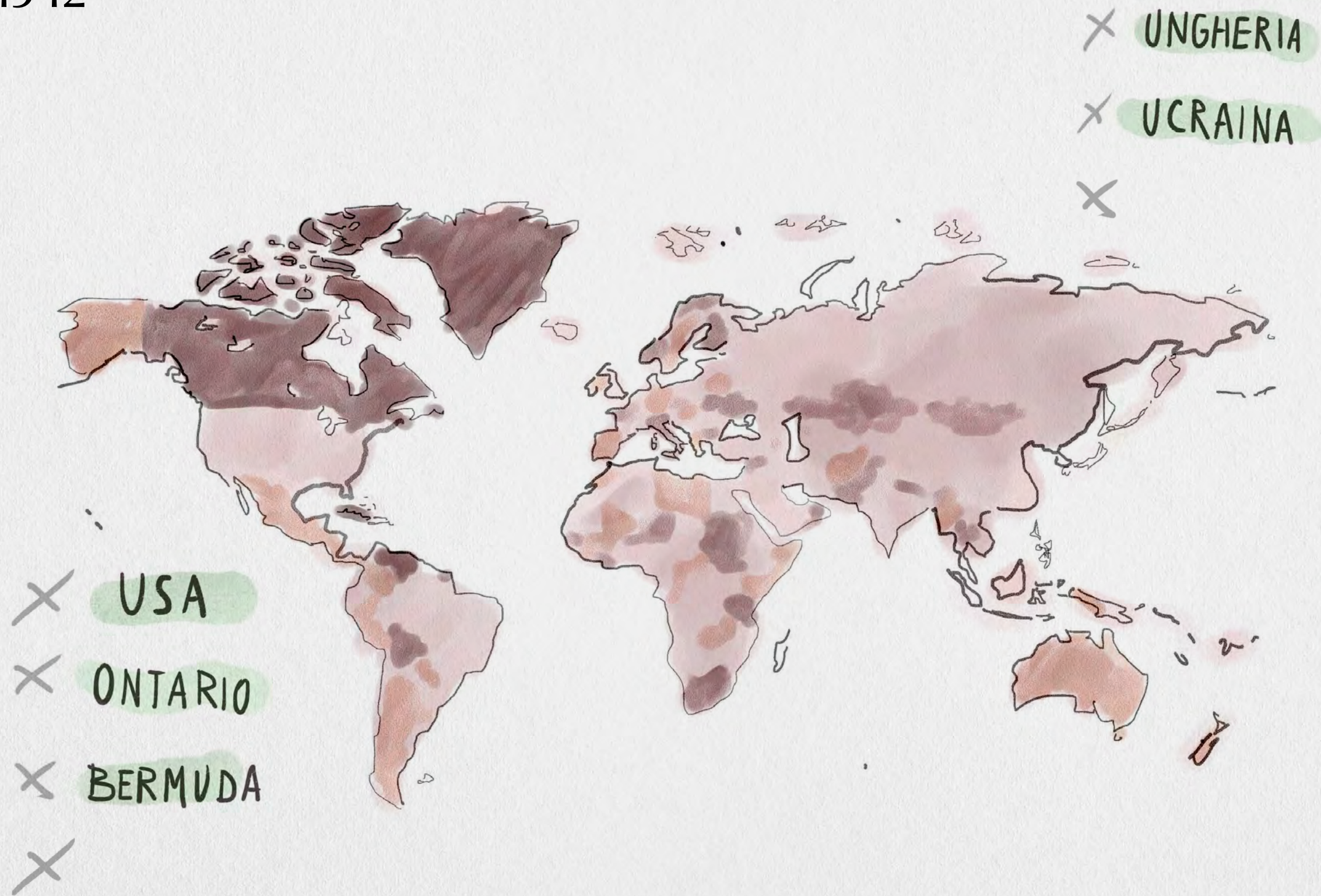
The blend of *Glera* and *Pinot Nero* creates a sparkling that is able to transmit the beauty of the nature and place in which its grapes are nurtured







Jeio Prosecco DOC Rosè
sales and export distribution








Jeio Prosecco DOC Rosè POS Proposal






BISOL
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KEY SELLING POINTS

-  **Superior Heritage**
Bisol1542
-  **Superior Quality**
Pinot Noir from single vineyard plot in the hills of Valdobbiadene
-  **Superior Vision**
Bisol1542 Pioneer of Prosecco Rosè





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Inspired by a Venetian sunset
over our sparkling hills

The Rosé of Prosecco

Jeio Prosecco DOC Rosé
Advertising

HOT WINES

These are the most exciting discoveries from our editors' most recent tastings, published exclusively in Wine Spectator Weekly. They are high-scoring, low-production wines from around the world that may be difficult to find, but are worth seeking out.

Buoncristiani

Cabernet Sauvignon Napa Valley 2001
92 points | \$58 | 240 cases made

This is made by four brothers, Matthew, Jason, Aaron and Nathan Buoncristiani, using grapes from Caldwell, Stagecoach and Hyde vineyards. It's remarkably rich, plush, dense and concentrated, with layers of spicy currant, blackberry, fresh earth, herb and mineral, with light toasty oak and cedary wood scents, with a well-structured finish and firm tannins. Best from 2005 through 2012. *From California.—J.L.*

Hollywood & Vine

Cabernet Sauvignon Napa Valley 2480 2001
92 points | \$80 | 1,013 cases made

Beautifully crafted, dense and detailed, with vivid currant, blackberry, exotic spices and pretty oak seasoning all tightly wound and sharply focused, finishing with a long, rich, concentrated aftertaste and fine-grained tannins. Remarkably graceful and elegant. Best from 2005 through 2014. *From California.—J.L.*

Casa Lapostolle

Syrah Rapel Valley Cuvée Alexandre 2002
92 points | \$19 | 2,000 cases imported

A pure, modern, fruit-driven version, with plum, cassis and boysenberry offset by mineral, violet, vanilla and spice notes. Rich and thick, yet not at all tiring to drink, with muscular tannins framing the finish. Short-term cellaring should let this beauty open fully. Drink now through 2006. *From Chile.—J.M.*

Larkmead

Cabernet Sauvignon Napa Valley Solari Reserve 2001
92 points | \$65 | 144 cases made

Firm and muscular, with a dense, rich, concentrated core of blackberry, currant and plum flavors, supported by tight tannins and framed by cedary oak. This wine combines power with touches of finesse. Best from 2006 through 2012. *From California.—J.L.*

Wine Spectator's Tastings

Wine Spectator reviews more than 10,000 wines each year; our senior editors comprise the most experienced staff of professional wine tasters of any publication in the world. Each editor specializes in the wines of specific regions; their initials identify the taster of each wine reviewed.

We always taste wines blind, in our offices in San Francisco, Napa, New York and Tuscany, and in the vineyard regions of Europe. This is your guarantee that a wine's reputation or price does not influence its score. We score wines using our 100-point scale, explained below.

James Laube Senior editor, Napa
Joined Wine Spectator in 1983. Tasting beat: California

Per-Henrik Mansson Senior editor, Switzerland
Joined Wine Spectator in 1987. Tasting beat: Burgundy, Rhône Valley

Kim Marcus Managing editor, New York
Joined Wine Spectator in 1988. Tasting beat: Languedoc-Roussillon/Midi, Portugal

Wine Spectator's 100-Point Scale

95-100	Classic
90-94	Outstanding
85-89	Very Good
80-84	Good
70-79	Average
50-69	Not Recommended

Thomas Matthews Executive editor, New York
Joined Wine Spectator in 1988. Tasting beat: New York, Spain

James Molesworth Senior editor, New York
Joined Wine Spectator in 1997. Tasting beat: Loire Valley, South Africa, South America

Bruce Sanderson Tasting director, New York
Joined Wine Spectator in 1993. Tasting beat: Alsace, Austria, Champagne, Germany

Harvey Steiman Editor at large, San Francisco
Joined Wine Spectator in 1983. Tasting beat: Australia, New Zealand, Oregon, Washington

James Suckling European bureau chief, Italy
Joined Wine Spectator in 1981. Tasting beat: Bordeaux, Italy, Port

Daniel Sogg Tasting Staff

Wine Spectator Weekly March 4, 2004

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Inspired by a Venetian sunset
over our sparkling hills
The Rosé of Prosecco



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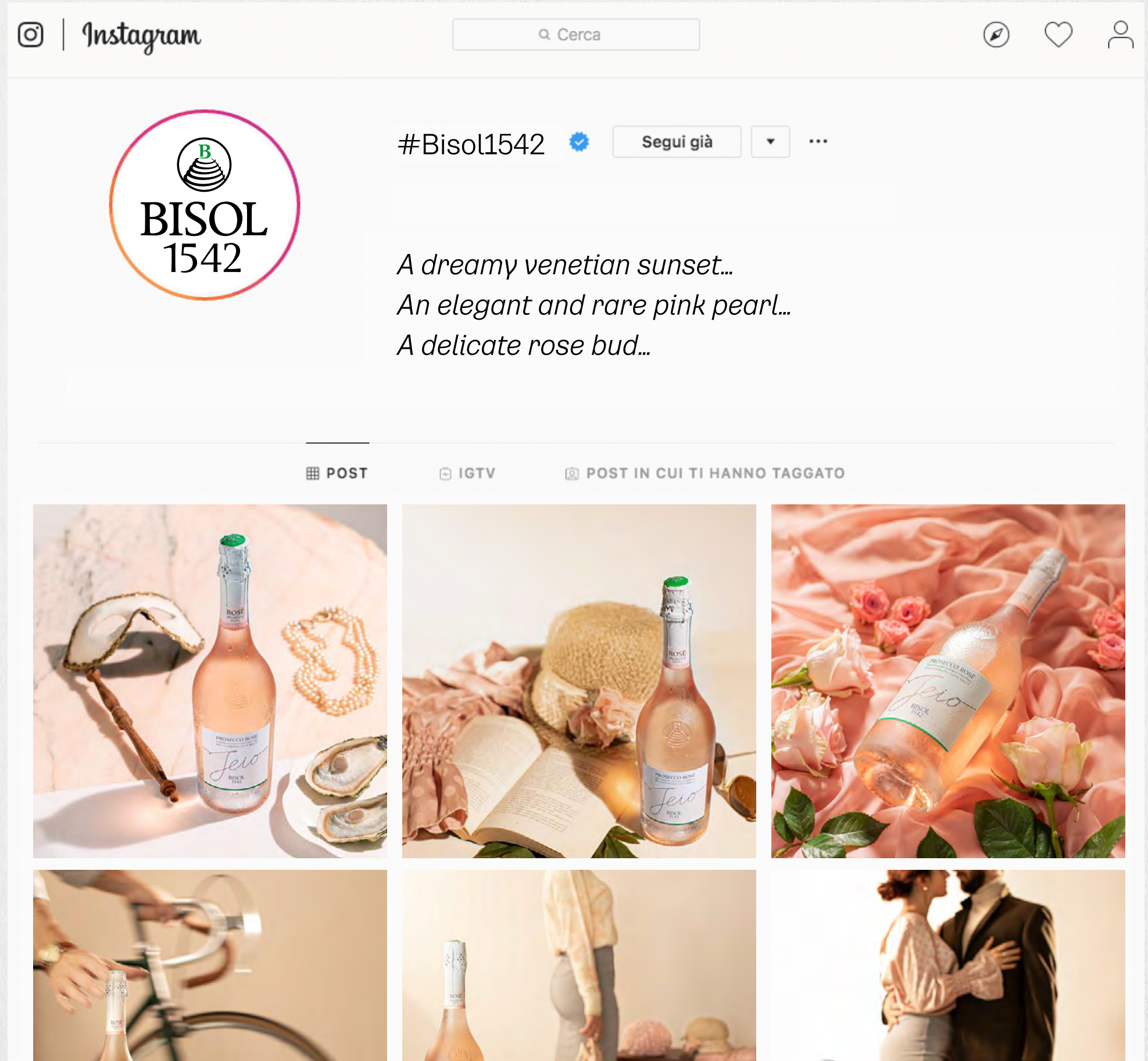
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Jeio Prosecco DOC Rosè Instagram Post

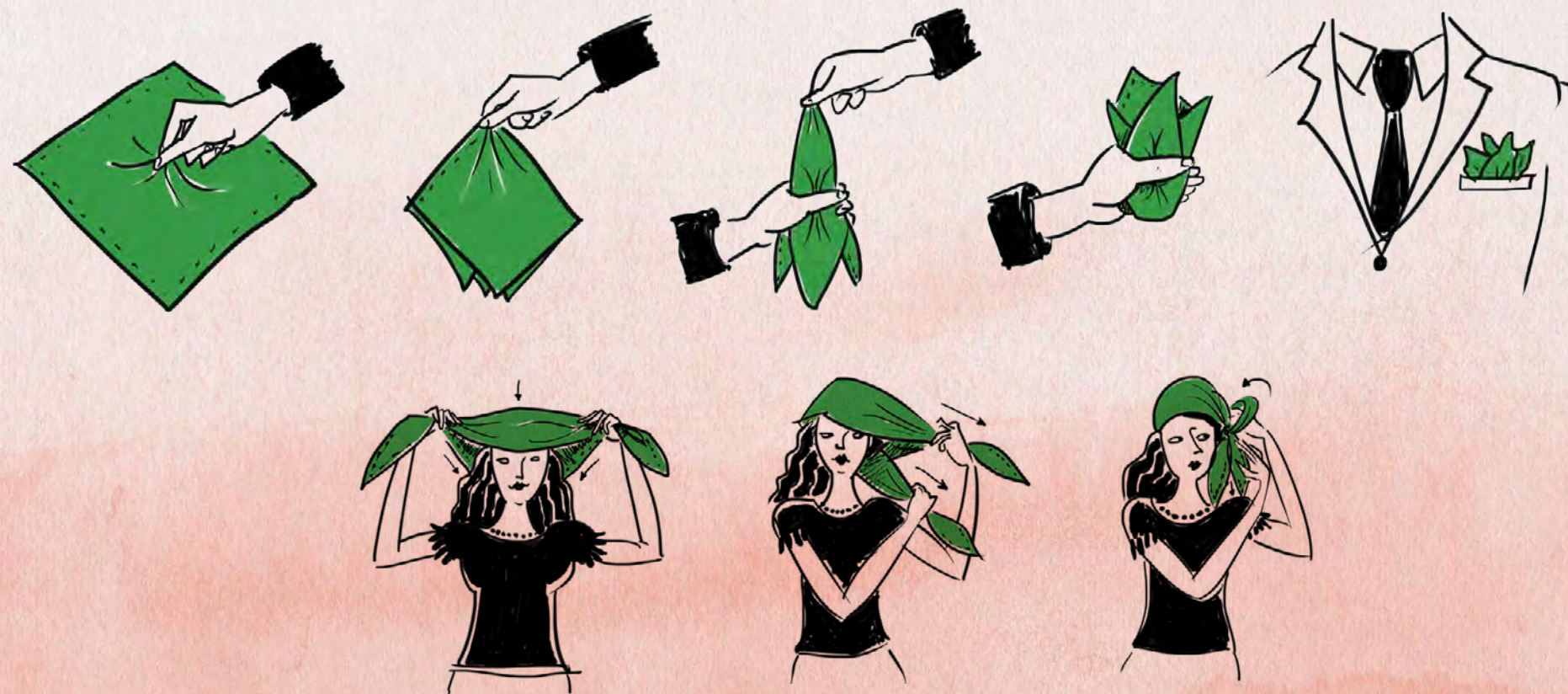
#Bisol1542
#ProseccoRosè
#JeioProseccoRosè
#Bisol
#proseccobubbles
#proseccotime
#wine
#winelover
#sparkling
#bisollovesvenice



Jeio Prosecco DOC Rosè Restaurant Activation

S. Valentine's Day – 2021, February 14th

We create a gift – a pink pochette – for couples who enjoy our Jeio Prosecco Rosé to celebrate their love at dinner



Jeio Prosecco DOC Rosè Virtual Tasting

Gianluca and Desiderio Bisol explain the characteristics and the suggestions about this new wine to our the sales force by **appointment via Teams**



GRAZIE!



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