

# Truman & Orange launches Mionetto prosecco in SA

One of the world's top-selling prosecco brands, Mionetto, is now available in South Africa. Local premium drinks company Truman & Orange - responsible for Italian imports Malfy Gin and more recently, Mazzatti Birra Superiore - has added the Italian sparkling wine to its brand stable of imported alcoholic beverages.



According to Truman & Orange, Mionetto's success has been attributed to its delicate style based on the gentle fruitiness and floral notes of the Mionetto grape which is grown in a protected area called Prosecco DOC, close to Venice in the north of Italy.

Available in three variants, Mionetto Prosecco DOC Treviso Brut is an aromatic wine with notes of honey, black liquorice and acacia blossom, while the Prosecco DOC Treviso Extra Dry is a smooth, crisp wine that replaces the liquorice notes of the Brut with an apricot fragrance. Both retail at R199 per bottle. And retailing at R250 per bottle, the Valdobbiadene Prosecco Superiore DOCG Extra Dry boasts aromas and flavours of green apple, acacia blossom and full-flowering wisteria.

## Prosecco popularity

Mionetto's elegant nose and crisp palate are typical of the Italian Charmat method which results in a slightly sweeter and more delicate wine than French Champagne. Its lighter flavours are one of the reasons for prosecco's explosion in

popularity globally, and increasingly in South Africa.

“Worldwide, prosecco is booming. Almost a million cases of sparkling wine are drunk in South Africa every year, and we are proud to add Mionetto to the range of possibilities for discerning South African drinkers, especially as it is the world’s best-selling prosecco brand,” says Rowan Leibbrandt, founder of Truman & Orange.

Mionetto is available in select outlets selling high-end wines and Italian products, such as Norman Goodfellows in Illovo, Johannesburg, The Grand in Cape Town and Old Town Italy in Menlyn, Pretoria and Umhlanga Rocks, KZN.

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