



the drinks business

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GUINIGI WINES DEBUTS ROSÉ PROSECCO IN TIME FOR NATIONAL PROSECCO DAY

By: Eloise Feilden

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Pink Prosecco is expected to account for 10% of the total amount of Prosecco produced this year, according to the *New York Times*. Not bad considering the Italian government only deemed the pink tippie an official D.O.C. in 2020.

With a relatively low ABV of 11.5%, the 2020 Guinigi Prosecco Rosé D.O.C. Spumante Brut (SRP \$17) is made from a blend of Glera and Pinot Noir grapes harvested from Tresivo and Friuli, the latter known for its mineral-rich clay soil.

3 BADGE BEVERAGE CORPORATION

Recommended as a light apéritif served with salads and sushi, notes of apple, white peach and wild strawberry come through in this soft pink sip, according to its makers.

Guinigi Wines is an Italian label introduced in September 2020. The Prosecco Rosé joins a Prosecco DOC from Treviso (\$17) and a Pinot Grigio Delle Venezie (\$14).

The lineup of wines harks back to the Italian heritage of 3 Badge proprietor and fourth-generation vintner August Sebastiani. The name Guinigi is inspired by the family's heritage, named after a historical landmark in the town of Lucca, Tuscany, where the Sebastiani family ancestors resided.

GUINIGI WINES / PROSECCO ROSÉ D.O.C.