

Risata® PROSECCO



750mL & 187mL Now Available in the United States!

1 **Prosecco trends continue to outpace the category**

...and they're not slowing down! With an expected CAGR of over 10% for the next 6 years¹ and a near +8% 52 week growth², Prosecco continues to be consumers preferred choice of wine outpacing the total sparkling *and* total wine category by more than 9%.²

2 **Risata is a #1 brand in the US**

Risata is known for being America's #1 Moscato d'Asti, and consumers trust the quality of the Risata brand and choose it over others. Risata owns nearly 41% dollar share of the Moscato d'Asti category² alone and is reaching 3.4% growth, outpacing the total MDA category by +11%.²

3 **A superior Prosecco at an exceptional value**

- **Made with 100% estate grown grapes.** Grown, bottled and produced at the historic Tenuta Polvaro estate in Veneto, Italy.
- **Certified Sustainable.** 46% of US regular wine drinkers said they will always choose a sustainable wine when given the choice.⁴
- **Extended fermentation.** The minimum aging requirement for Prosecco is 30-days but extending the fermentation period to 70-days gives the wine finer bubbles, more complexity, and stronger aromas

