



# INTRODUCING

## ROSATELLO



### ROSATELLO HITS THE SWEET SPOT

#### AUTHENTIC

- Rosatello was first produced in Italy in the 1950s and has been a symbol of Italian lifestyle and tradition ever since. It has been re-crafted to suit contemporary American palates.
- Upscale packaging provides consumers the authentic, aspirational cues they seek.

#### QUALITY

- Constellation Brands, in collaboration with Ruffino, steers the entire winemaking process, from accessing Italy's finest vineyards to bottling.
- Rosatello over-delivers vs. the competition on wine and packaging quality.

#### ON TREND

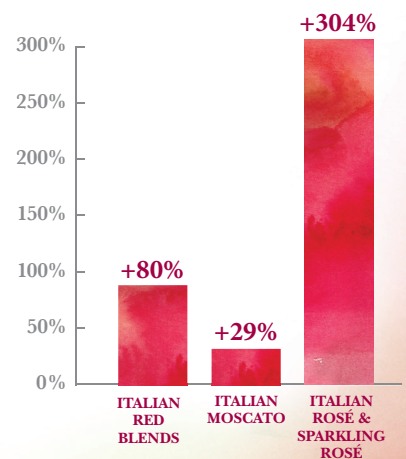
- Wine style aligned with fast-growing consumer demand for sweet, low-alcohol wines.
- Designed to appeal to sweet wine consumers.
- Will also appeal to Hispanic consumers based on wine style, quality, and traditional/aspirational packaging.

#### VERSATILE

- With or without food, Rosatello makes any moment colorful.

#### A HIGH-GROWTH OPPORTUNITY

Launching Varietals in Segments  
Driving Category Trends



IRI multi-outlet, latest 52 weeks ending 4/21/13, Eq Vol% Chg vs YAG





*We make our Rosatello wines from grapes that grow in the sun-drenched vineyards of Italy. To ensure that our wines have a perfect balance of sweetness and bright acidity, we cold ferment the grapes charmat style in pressurized stainless steel tanks to preserve the fresh-from-the-vineyard fruit flavors. This also maintains the wine's natural effervescence. The result is a vibrant, refreshing glass of wine that is lusciously sweet and easy to drink.*



#### **ROSSO**

Lush and sweet. Honeyed fruit and rose petal aromas. Delicious raspberry, blueberry, and red currant flavors.

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Semi-Sparkling  
ABV: 6%  
RS: 113g/L



#### **ROSÉ**

Delectably sweet. Tempting pomegranate and red currant aromas. Luscious summer raspberry flavor.

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Semi-Sparkling  
ABV: 6%  
RS: 121g/L



#### **MOSCATO**

Perfectly sweet. Irresistible citrus and mint aromas. Juicy peach and candied orange flavors.

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Semi-Sparkling  
ABV: 6%  
RS: 112g/L



#### **SPARKLING ROSÉ**

Wild strawberry aroma with refreshing sweet raspberry flavor. Artfully balanced bright acidity and a fresh, pleasing finish.

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Sparkling  
ABV: 9.5%  
RS: 121g/L