

# VOGA

ITALIA™

ROSA



DRINK IN STYLE

[vogaitalia.com](http://vogaitalia.com)



# VOGA ITALIA™

## ROSA

### Direct From Italy, the Epicenter of Style, VOGA Italia is a Revolution in Wine!

Boldly innovative, elegantly unapologetic and tastefully confident, VOGA Italia is a contemporary wine concept for the modern consumer. The chic cylinders, curvaceous bottles and innovative cork with cap closures command attention, but it's the award winning wines inside that are the real stand-outs. Rich in flavor and full of character, the VOGA collection is styled to deliver the taste profiles most desired by today's wine drinkers. Red or white, still or sparkling, dry or sweet, each wine is a triumphant expression of the famed terroir from which it hails.

**American Wine Drinkers Have a Thirst for Rosé** – the U.S. consumes 13% of the world's Rosé wine, second only to France.

**Rosé Imports are Booming** – with tastes shifted to drier wines, Americans are now looking to Europe to quench their thirst for Rosé, with Italy the #2 volume global Rosé producer.

**#yeswayrosé** – search volume for Rosé at Google has risen for over a decade, and, while typically associated with summer consumption, Google Trends reveals that Rosé searches actually peak in December.

**VOGA Rosa** – offers the ever expanding pink wine audience a stylish premium rosé wine from a brand that reflects their personal image, evolving lifestyle and sense of style.

#### TASTING NOTES

- **Area of Production:** Veneto
- **Varietal:** 70% Merlot, 30% indigenous Veneto varieties
- **Alcohol Content:** 12%
- **pH:** 3.30
- **Acidity:** 5.5 g/l
- **Vinification:** Soft pressing
- **Fermentation:** Controlled temperature in stainless steel tanks
- **Serving Temperature:** 50 – 60° F
- **Wine Notes:** Opening with aromas of strawberry, cranberry and raspberry that culminate in a juicy berry flavor on the palate, VOGA Italia Rosa is full of surprises as each sip sensually invites the next.

An international success, VOGA Italia is available in over 72 countries, in the trendiest bars, clubs, lounges, restaurants and retail outlets worldwide. Consistently recognized for its superb quality and original vision, VOGA Italia is how modern wine consumers everywhere Drink IN Style.

