

# NEW AGE



New Age, produced by family-owned Bodegas Bianchi from sustainably-farmed, picked-by hand, estate-owned vineyards in Argentina, the grapes for New Age wines are crushed and cooled, followed by 12 hours of cold maceration (to pull the color and flavor from the skins) and then pressed. Fermentation begins by inoculation with selected yeasts, half-way through the fermentation process the wine is centrifuged (spun) to halt fermentation, creating slightly sweet, wine with a slight sparkle to them.

Enjoy these new age wines chilled on their own or serve as simple or complex cocktails.

Unique Cocktail Recipes on back label of bottles

## New Age - New Trial – New Consumers



Win With Young Consumers!



of Sweet Wine Drinkers are Gen Z (21-24) or Millennial (25-39)



of New White Wine Consumers Prefer it Sweet—Semi-Sweet

Mintel Purchase Intelligence; Scarborough Market Release; Multi-Market 2020 Release 2 Total (Jul 2019 - Sep 2020) ; Wine Business

**TINCHO**  
NEW AGE + LIME

POUR NEW AGE WHITE OVER ICE. A SQUEEZE OR TWO OF A FRESH LIME. DECORATE WITH A LIME SLICE.

**HEARTBREAKER**

1 OZ. RUM. ADD ICE AND COMPLETE WITH NEW AGE ROSE. GARNISH WITH MINT LEAVES, A CINNAMON STICK, AND A STAR ANISE

**SANGRIA**

SLICE ORANGE, STRAWBERRIES AND LIMES. ADD ICE AND COMPLETE WITH NEW AGE RED. GARNISH WITH SLICES OF CITRUS AND BERRIES.