



MARTINI® Vintage Prosecco scores 95+ at The Drinks Business Prosecco Masters

The World's Best Tasting Prosecco

Hamilton, Bermuda, April 26, 2017 - MARTINI® Vintage Prosecco 2016 achieved a top score of 95+ points at The Drinks Business Prosecco Masters 2017, beating strong competition from some of the world's best loved prosecco brands including Bisol, Bottega, Follador and Andreola.

The judging panel, comprising five Masters of Wine, also presented MARTINI Prosecco Vintage with one of six Master Medals, a testament to the exceptional quality and taste of the wine.

MARTINI is the world's best-selling Italian sparkling wine brand and is driving growth worldwide through innovation. This multi-award winning wine was crafted by the MARTINI Master Winemaker of the past 30 years, Franco Brezza. Made from 100% Glera grapes from the 2016 harvest, MARTINI Prosecco Vintage is pale gold in color with hints of emerald green and delicate bubbles. It offers delicate floral notes and fresh green apple and lime flavors.

Shane Hoyne, CMO Europe & North America, comments: "Premium Italian sparkling wine is experiencing tremendous growth, fuelled by consumers love of its light, refreshing style. Prosecco is the fastest-growing category in the global sparkling wine industry, and we have created this exquisite tasting and beautifully packaged product to lead that growth and to knock on champagne's door with a strong quality statement."

Franco Brezza adds: "We have used all expertise and know-how to create a sparkling wine that offers a true alternative to champagne. The harmonic but delicate flavors make this the perfect style to enjoy as an aperitif."

Instantly recognizable with a gold foil and stylish glass bottle, MARTINI Prosecco Vintage joins a selection of award-winning wines in the growing MARTINI Sparkling Wine portfolio including its sister wine, MARTINI Vintage Asti. Other wines in the range include MARTINI Prosecco, MARTINI Asti, MARTINI Rosé, MARTINI Brut, MARTINI Riesling, Alta Langa and Montelera.

The full results of The Drinks Business Prosecco Masters will be announced in the May issue of The Drinks Business, which will be distributed at the London Wine Fair at London's Olympia from 22nd – 26th May.

For more information, photography or to speak to the MARTINI winemaker Franco Brezza, please contact:

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About The Drinks Business Prosecco Awards

The Drinks Business Prosecco Awards is now in its fourth year and judged 135 Proseccos. This year's international panel of experts included Alex Canneti, Anthony Foster MW, Jonathan Pedly MW, Roberto Della Pietra, Patrick Schmitt MW, Patricia Stefanowicz MW and Nick Tatham MW.

About MARTINI®

One of the most iconic brands in the world, MARTINI® is the leading name in Italian winemaking and a purveyor of the highest quality aromatized and sparkling wines. The award-winning, vibrant and bittersweet taste of the MARTINI range is the result of secret blends of more than 40 botanicals sourced from the finest locations across the globe. The MARTINI portfolio includes: MARTINI Bianco, MARTINI Rosato, MARTINI Rosso, MARTINI Extra Dry, MARTINI Asti, MARTINI Moscato d'Asti, MARTINI Prosecco, MARTINI Rosé, MARTINI Brut and MARTINI Royale. Created in 1863 in Turin, Italy, the MARTINI brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda, and continues to be the market leader of the category. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

Enjoy Martini Prosecco Responsibly

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For more information, please visit www.martini.com