

****FOR IMMEDIATE RELEASE****

DESTELLO CAVA: EVERYONE DESERVES TO SPARKLE

GLEN ROCK, NJ, September 15, 2015 - Everyone deserves to sparkle, and with Destello Cava, everyone can! From the Spanish meaning “sparkle,” Destello is the latest proprietary Opici Wines label from the acclaimed Cava-producing region of Penedes in Northeastern Spain. This extremely versatile bubbly blend of Xarel.lo, Macabeo, Parellada, and Chardonnay effortlessly suits any occasion.

Both refreshing and complex, Destello Cava appeals to a broad audience. Sweet notes of apple and pear fill the nose, while crisp orchard fruit flavors and lively minerality lead the way to a creamy finish on the palate. And with a suggested retail price of \$14.99 for a 750 ml bottle, the price is largely appealing as well.

Hand-crafted exclusively for Opici Wines by a small, family-owned winery with generations of experience, Destello Cava upholds the Opici family’s standard for quality and value.

The sparkling wine category continues to gain market share, and Cava is at the forefront of the action comprising nearly 40% of the off-premise volume. Capitalizing on market trends, whilst filling a gap in the portfolio, Destello Cava is a welcome addition to Opici Wines.

Each grape variety is meticulously hand-selected from the sub-region of Monsarra throughout September when it has reached its peak of ripeness. Produced using the traditional *méthode champenoise*, each varietal is vinified separately using native yeasts before being blended and bottled to undergo a secondary fermentation rendering the wine sparkling. Destello Cava rests in bottle for 18 months, far exceeding the aging requirements of the appellation and rendering a bubbly bursting with character.

Destello Cava will be available for sale through Opici Family Distributing in Connecticut, Delaware, Florida, Maryland, New Jersey, New York, Virginia, and Washington, D.C. as of September 15, 2015. It will be rolled out nationally beginning in 2016.

About Opici Wines

Named “Importer of the Year” by Wine Enthusiast Magazine, Opici Wines is an importer and producer of fine wines, artisanal spirits, and crafts beers from around the globe. The portfolio consists of more than 50 brands and is available nationally through distributor partners. Opici Wines has been family-owned and operated since it was founded in 1913.

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