

****FOR IMMEDIATE RELEASE****

A FRESH NEW LOOK & A FRESH NEW WINE FROM LA COLOMBAIA

GLEN ROCK, NJ June 16, 2015 – Historic Veneto producer, La Colombaia, is being refreshed with a package change and line extension.

Produced by the noble Montresor family who settled in Veneto more than 500 years ago from their native southern France, this restyling maintains many of the classical elements, including the family crest. It is one of two family crests from their time in France. The shield signifies protection and the lions symbolize bravery.

There is a stronger emphasis on the brand name which is written larger and clearer. Furthermore, Montresor decided to place the name of the single vineyard from which the Amarone is produced prominently on the front label to accentuate quality. Campo del Gal is a 3 hectare vineyard planted in 1970 to the traditional varietals of the Valpolicella: Corvina, Rondinella, and Molinara. As is the case with all of La Colombaia's wines, it is made from 100% estate-grown, carefully hand-selected fruit in accordance with its respective governing agency's regulations.

Opici Wines has expanded its offerings from La Colombaia to include a Soave. Made from 100% Garganega, La Colombaia Soave is incredibly fresh, bursting with a bouquet of delicate acacia and elder blossoms and subtle orchard fruit notes. Vinified in stainless steel, 50% of the finished wine is aged in Slavonian oak barrels for a few months before bottling.

The Montresor family has been producing this classic white wine since they were founded in 1892. La Colombaia Soave is the fourth wine from the winery to be offered through Opici Wines in the United States, joining Pinot Grigio, Valpolicella Ripasso, and Campo del Gal Amarone della Valpolicella. It will be available nationally at a SRP of \$12.99.

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. To learn more about Opici Wines, visit www.opiciwines.com.

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