

TASTE WHY THE WORLD IS TALKING ABOUT

VOGA ITALIA™

## RED FUSION

**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.

**Red Blends are Red Hot** – a new wave of red blends, made in a crowd pleasing style and priced at a wallet pleasing \$9 – 12/bottle, are winning consumer favor with zinfandel based blends propelling the trend.

**New Product Intros are Fueling Category Growth** – if new items were removed from past two year volume, the wine category would have exhibited overall negative growth.

**Red Blends are Attracting Millennials** – young wine drinkers in particular are attracted to red blends, as are Hispanics and African-Americans who are currently under-targeted by the wine industry.

**VOGA Red Fusion** offers Millennials, the fastest growing wine consumer segment, the opportunity to experience a sexy, contemporary blend of two popular varieties from a brand that reflects their personal image, evolving lifestyle and sense of style.

### WINE NOTES

- **Area of Production:** Puglia (Salento)
- **Varietals:** 65% Primitivo (Zinfandel), 35% Cabernet Sauvignon
- **Alcohol Content:** 13.5%
- **pH:** 3.48
- **Acidity:** 5.5 g/l
- **Vinification:** Soft pressing with maceration on the skins
- **Fermentation:** Controlled temperature
- **Tasting Note:** Berry and spice flavors mingle with a touch of oak and a hint of mint in this complex and contemporary food friendly wine, perfect with bold flavored dishes.

**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.**

