

Aperitivo Hour arrives in Australia just in time for Summer

Now everyone can awaken their inner Italian with the new 'spritz in a can' from Pizzini Wines

Italians and travellers know that, in Italy, the transition from day to evening is marked by Aperitivo Hour - when everyone stops to have a spritz and a plate of delicious bite-sized morsels. Pizzini Wines, the Australian leaders in the production of Italian wine varietals, are making Aperitivo Hour accessible to everyone this summer with the launch of their new spritzed wines in a can.

Available in three varieties - Prosecco, Rosé Spritz and Pinot Grigio Spritz – these lightly sparkling wines are conveniently sized in 250ml aluminium cans, so everyone can now enjoy their favourite aperitivo! Made from 100% King Valley fruit the wines have nothing else added except the bubbles, meaning they can be enjoyed on their own or form the base of any spritz-style cocktail.

Natalie Pizzini, Marketing Manager of Pizzini Wines and third generation family member, says that Aperitivo Hour has always been an important part of life for the Pizzini family here in Australia, just as it is for their Italian relatives.

“It provides a special time each day to stop, relax and reflect,” says Natalie. “And having a spritz is an integral part of the aperitivo experience. With our new spritz cans, you don't have to open a whole bottle to be able to enjoy the quintessential Italian Aperitivo Hour. Now everyone can awaken their inner Italian this summer!”

The cans are available to purchase in single varietal four-packs (RRP\$22.00) or a carton of 24 (RRP\$120.00), and are sold nationally through First Choice, Liquorland and Vintage Cellars, as well as direct from www.Pizzini.com.au. A Sampler Pack Carton is also available from Pizzini and includes eight cans of each variety.

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ABOUT PIZZINI WINES: For over 30 years Pizzini Wines have been growers and makers of Italian wine varieties in Victoria's King Valley. With a focus on inspiring connection through wine, food and friendship, Pizzini believe that the joy of connecting with people over amazing food and wine is the Italian way and the antidote we all need for modern life.

ABOUT THE NEW PIZZINI SPRITZ CANS: Containing only high-quality wine that is lightly sparkling, these new spritz cans provide a brand-new offering to Australian wine lovers. These are the same wines found in Pizzini's bottled range, but with a soft sparkle so they can be enjoyed as your favourite aperitivo spritz. They're also perfect for picnics, camping and our Australian summer lifestyle. Available in three types:

Prosecco – the famous Pizzini prosecco you already love, now in a lightly sparkling style

Rosé Spritz – a spritzed-up, dry-style rose made from Sangiovese and Nebbiolo

Pinot Grigio Spritz – classic pear, apple and lime flavours with a soft sparkle

High resolution imagery to accompany this release is available [here](#).

Interview opportunities with Natalie Pizzini (Marketing Manager) and Joel Pizzini (Winemaker) are available upon request.

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