

# GIÀ BELLA™

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## *Already Beautiful* SPARKLING BRUT ROSÉ

SPARKLING WINE IS SYNONYMOUS WITH CELEBRATION, THOUGH IT'S BECOMING THE WINE OF CHOICE TO BE SHARED ON ANY OCCASION.

WHAT IF WE TOOK THE TIME TO CELEBRATE THE SMALLER MOMENTS IN LIFE, THOSE THAT ARE ALREADY BEAUTIFUL?

GIÀ BELLA STARTS WITH FRUIT FROM THE EXCEPTIONAL RED MOUNTAIN TERROIR. WITH UTMOST CARE AND EXPERTISE, IT EMERGES AS A CELEBRATION OF THE INHERENT BEAUTY OF EVERYDAY LIFE.

TOAST TO THE LITTLE PLEASURES BECAUSE LIFE, IN ITS SIMPLEST FORM, IS GIÀ BELLA.

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*Winemaker*  
JOSHUA MALONEY  
HAS EARNED OVER 100 90+ SCORES.

[WWW.GIABELLASPARKLING.COM](http://WWW.GIABELLASPARKLING.COM)



# INTRODUCING GIÀ BELLA™

*Already Beautiful*  
SPARKLING BRUT ROSÉ

- First ever sparkling wine from Red Mountain, WA
- Vintage dated
- Brand name that fits ANY occasion:  
"Gia Bella" translates to "Already Beautiful"

## *Tasting Notes:*

HINTS OF STRAWBERRY, CITRUS AND SWEET GRASS ON THE NOSE WITH A DELICATE HINT OF SAVORY HERB. BRIGHT AND LIVELY, WITH A ROUND, FRUIT FOCUSED MID PALATE HIGHLIGHTING POMEGRANATE AND FLORAL NOTES FRAMED BY VIBRANT ACIDITY.



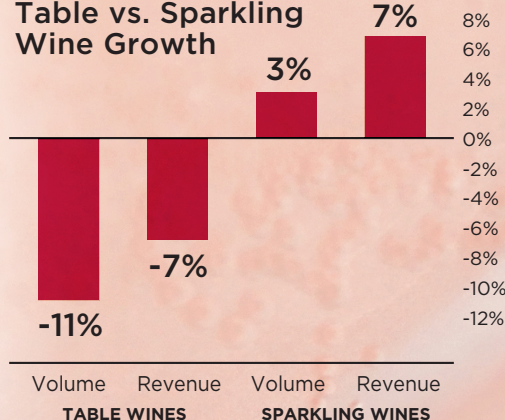
"Sparkling wines still appear to have considerable upside as the segment evolves from occasion-driven consumption into much broader usage." Shanken News Daily, 12/15/2021

"Sparkling wine sector projected to post modest but consistent gains until at least 2025, while table (still) wines are expected to lose five million cases." 12/15/2021, Impact Databank.

"Climate change and supply chain causing challenges for Champagne." 60 Minutes, 12/26/2021

### 2021 marked the 13th consecutive year of sparkling wine growth<sup>1</sup>

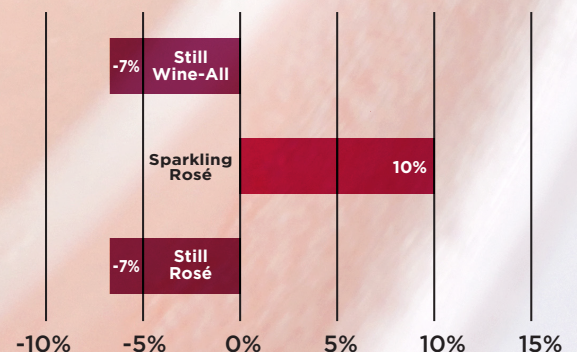
#### Table vs. Sparkling Wine Growth



### Rosé sparkling wines +10% in 2021!

After growing 9% in revenue in 2020

#### Sparkling Rosé vs. Still Wine Growth<sup>1,2</sup>



### There's a premiumization of sparkling wine<sup>3</sup>

- \$5/750ml in 2020 to \$26.69/750ml in 2021
- Prosecco share declined from 29% to 21%