



FOR IMMEDIATE RELEASE

A to Z Wineworks Now Offering Canned Rosé Bubbles

NEWBERG, OR (November 20th, 2019) - The popular Rosé Bubbles wine from A to Z Wineworks is now available in convenient 250 ml cans. A to Z's Rosé Bubbles debuted in a crown-capped glass bottle in 2017 and is already one of the top 3 selling sparkling wines produced in Oregon.



A strong brand expands availability of a fast-growing, bottled premium wine by adding a convenient, portable, canned format within the fastest growing region (according to both IRI and Nielsen sales data). Overall canned wine sales are up 69% and Oregon wines are growing at 18%. This is a strategy positioned for success.

“We want to be able to take our Rosé Bubbles on more adventures,” said Cheryl Francis, A to Z Wineworks Founder, Winemaker. “With the growing acceptance of high-quality canned wines, it seemed the perfect time to expand the potential for our Bubbles,” she added.

Canned wines from the Northwest have been especially well-received, more than doubling sales in the past year. But nearly all of those sales are in the single-can 375ml size. Francis notes, “We really like the 250ml size of our Bubbles cans. It’s a responsible serving size that’s likely to stay chilled and tasty to the last sip.”

A to Z's Rosé Bubbles are nationally distributed in 4 pack boxes with four 250ml cans for a suggested retail price of \$20. The wine is the same blend as the bottled Rose Bubbles, which *Wine Enthusiast Magazine* named an Editor's Choice for being “fresh, lively, and just plain fun.”

####

About A to Z Wineworks

A to Z Wineworks offers consistently well-made wines which capture “The Essence of Oregon [TM]” by sourcing from vineyards across the state and carefully blending wines true to their variety. 100% Oregon sourced and based, A to Z sets the standard for cool climate, food-enhancing Pinot Noir, Pinot Gris and Chardonnay. In 2014, the family-owned A to Z Wineworks became a certified B Corporation and has been recognized as a ‘Best for the World’ company every year since.

For further information contact:

A TO Z WINEWORKS · PO Box 489 · Dundee, Oregon USA 97115

Keith@AtoZwineworks.com / 503.554.1918 ext. 226 / AtoZwineworks.com