



**BISOL**  
**1542**

*Jeio Prosecco DOC Rosé*



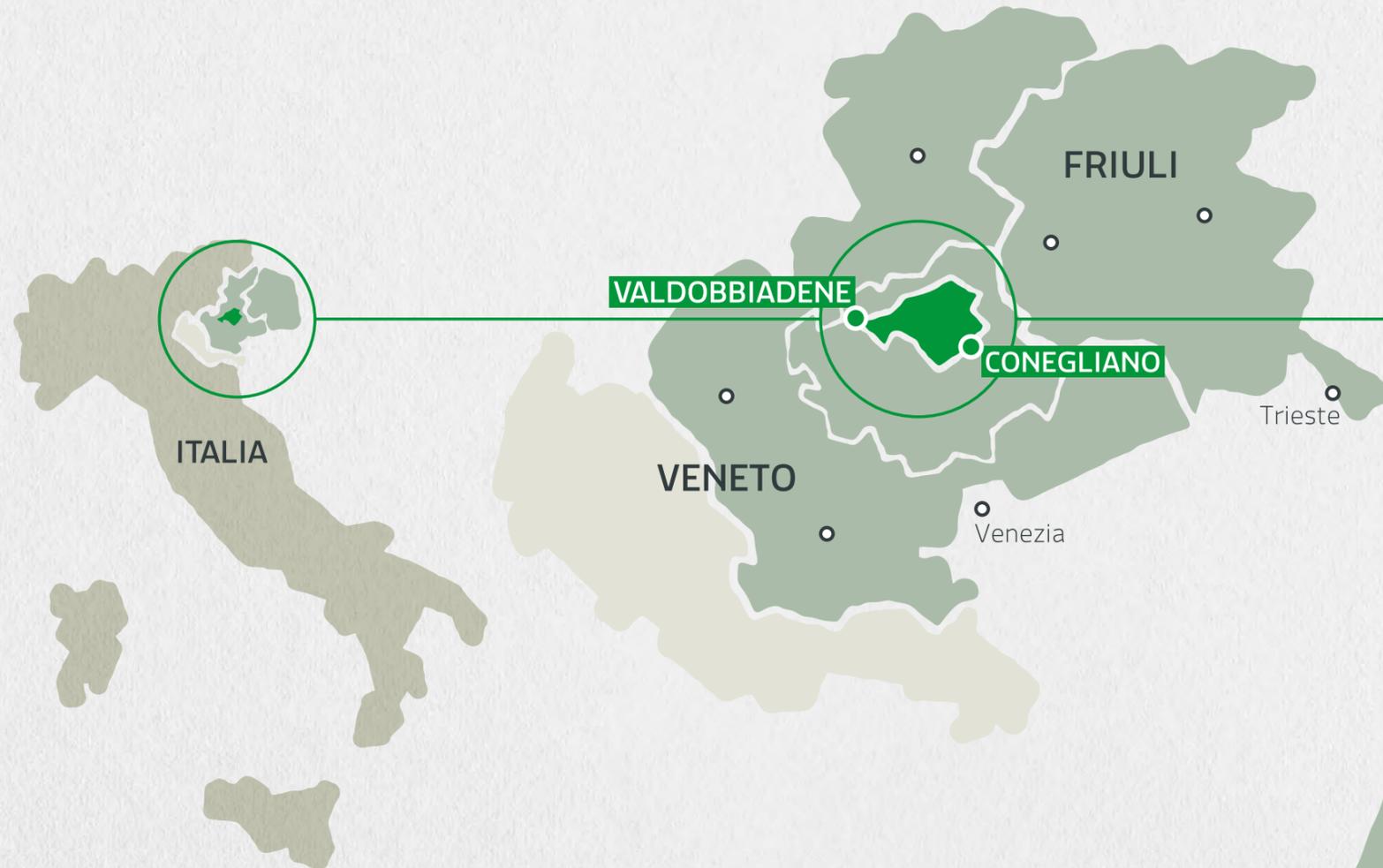
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 #Bisol1542

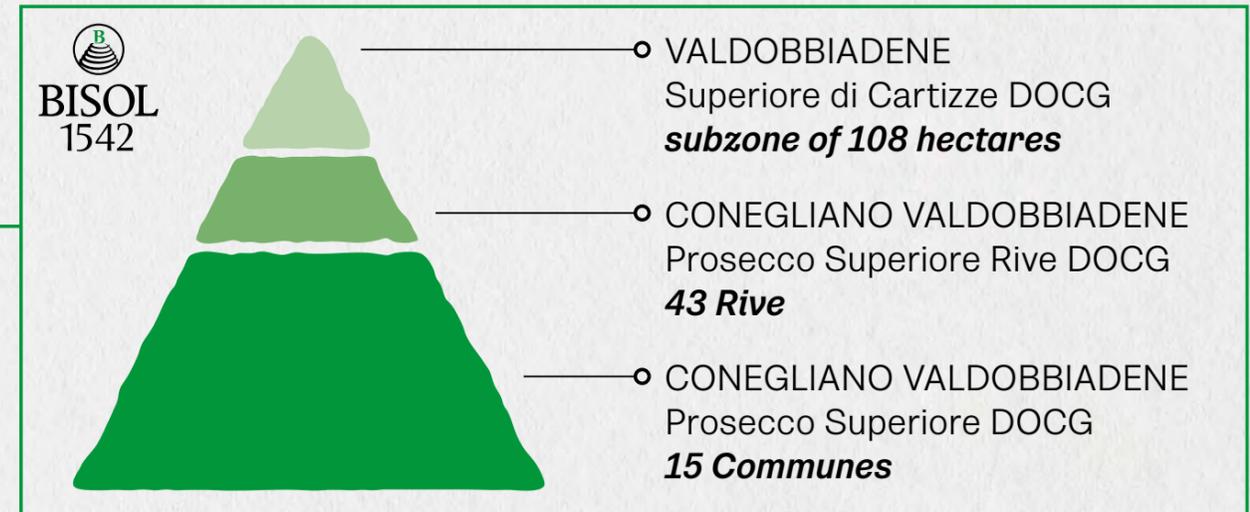
DRINK RESPONSIBLY



# Bisol 1542 Peak of Quality



The Production Area of Conegliano Valdobbiadene Prosecco Superiore DOCG  
The Quality Pyramid





**Bisol 1542**

## **Superior Heritage**

**Bisol1542** represents, since 1542, the purest interpretation of Prosecco created in Valdobbiadene area. Jeio collection is the fruit of two interwoven love stories. On one side is the Bisol family with their vineyards that they have been nurturing for generations with care and dedication. On the other side is the love of Giovanna Bisol for her husband Desiderio, whom she affectionately called "*Jeio*". Jeio was a true pioneer of Prosecco and this line of sparklings is the contemporary, fresh and cosmopolitan face of Bisol1542, a winery always proud of its long tradition, but ever ready to evolve and look towards the future. **Jeio** is the meeting point between the typically Italian "*savoir faire*" with spontaneity and cosmopolitan informality.



BISOL  
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**Bisol 1542 – Handmade works**

## **mankind and the land** have shaped each other

For centuries wine culture has been rooted in our land, the steep hillsides forcing us to adopt a form of "*Heroic Viticulture*" based on toil and expertise in manual labour



What is...

# Prosecco DOC Rosé

## GRAPES

### Glera

85% minimum  
90% maximum

### Pinot Noir

10% minimum  
15% maximum

## VINTAGE

It is mandatory  
in the label

Millesimato 20XX

## FERMENTATION

### Charmat Method

60 days

### notes:

Prosecco DOC  
is 30 days

## PRODUCTION AREA

### Veneto Region

#### Provinces:

Treviso  
Venezia  
Belluno  
Vicenza  
Padova

### Friuli Region

#### Provinces:

Gorizia  
Pordenone  
Udine  
Trieste





BISOL1542 presents...

## Jeio Prosecco DOC Rosé

The DNA of the Bisol1542 brand is laden with intuition, the strength and ability to make bold, state-of-the-art choices, to seek out the new, like pioneers, and to embrace the changes over 21 generations whilst always striving for excellence. It is from this legacy and a profound cultural knowledge of the land and its fruits, that our **new Prosecco DOC Rosé branded Jeio by Bisol1542** has taken root.





This is our new Jeio Prosecco DOC Rosé

by #Bisol1542



# Jeio Prosecco DOC Rosè technical info



## GRAPES

85% Glera  
15% Pinot Noir

## FERMENTATION

60 days

## VINTAGE

20.....

## PRODUCTION AREA

### ***Glera Grape***

From our best selection  
in the Veneto Region

### ***Pinot Noir Grape***

4 hectars from  
our Single Vineyards plot  
in Follina, in the hearth  
of Veneto Region





## Jeio Prosecco DOC Rosè millesimato **brut**

### **Colour**

The *Tiepolo* – a very famous Venetian artist – Pink in the glass offers a delicate and brilliant nuances

### **Flavour**

Soft and balanced, clean cut, distinct and elegantly penetrating

### **Bouquet**

Floral, sweetness of rose and lily with a fresh citrus fragrance.

### **Sugar content**

6,5 g/liter Brut

### **Alcolho content**

11% Vol

### **Overall acidity**

5,5 g/liter





**Our Pinot Noir of Follina**

# between the **Dolomites** and **Venice**

The blend of *Glera* and *Pinot Nero* creates a sparkling that is able to transmit the beauty of the nature and place in which its grapes are nurtured

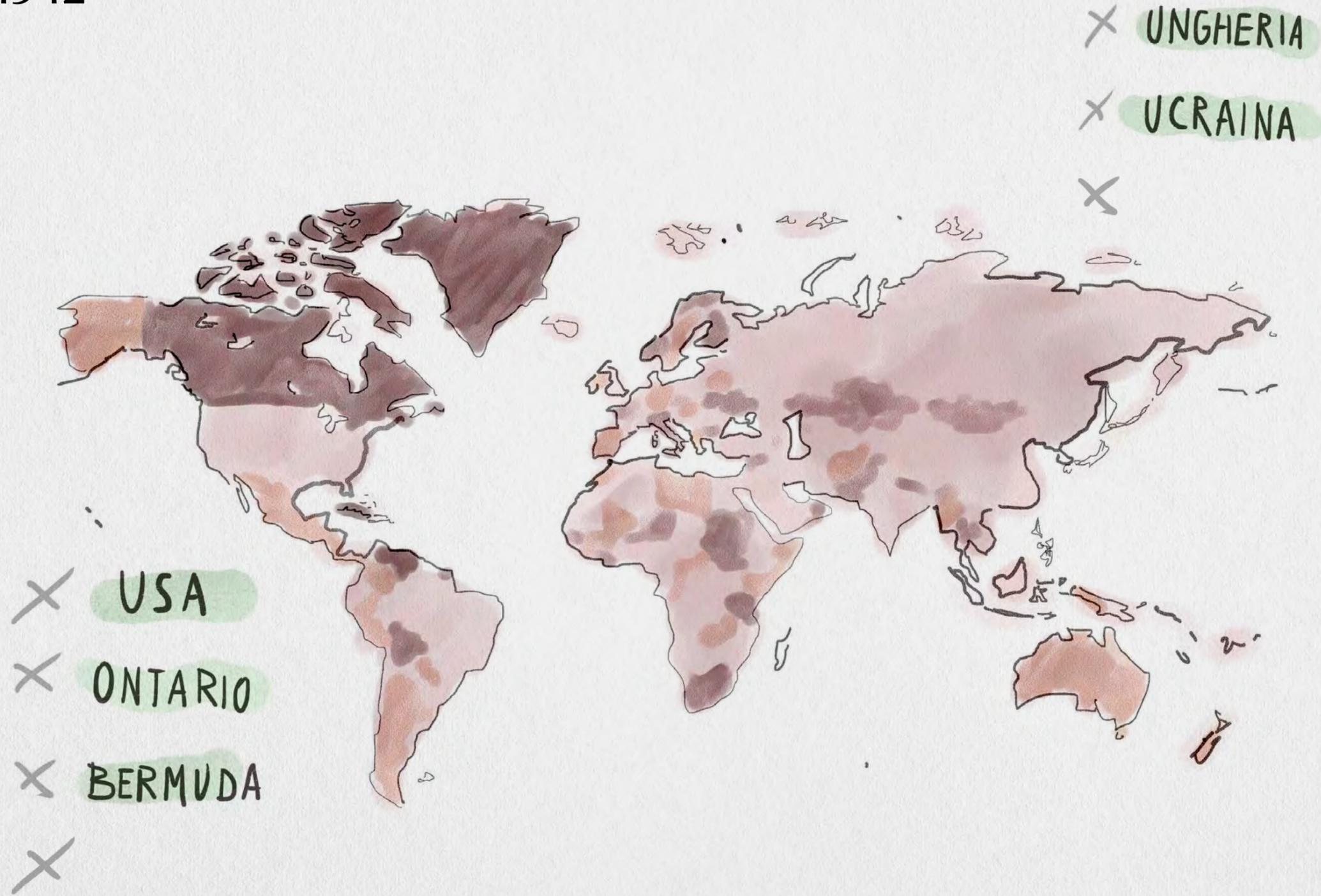








# Jeio Prosecco DOC Rosè sales and export distribution





Jeio Prosecco DOC Rosè  
**POS Proposal**





  
**BISOL**  
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## KEY SELLING POINTS

-  **Superior Heritage**  
Bisol1542
-  **Superior Quality**  
Pinot Noir from single vineyard plot in the hills of Valdobbiadene
-  **Superior Vision**  
Bisol1542 Pioneer of Prosecco Rosè

  
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Inspired by a Venetian sunset  
over our sparkling hills

## The Rosé of Prosecco

### HOT WINES

These are the most exciting discoveries from our editors' most recent tastings, published exclusively in Wine Spectator Weekly. They are high-scoring, low-production wines from around the world that may be difficult to find, but are worth seeking out.

#### Buoncristiani

Cabernet Sauvignon Napa Valley 2001  
92 points | \$58 | 240 cases made

This is made by four brothers, Matthew, Jason, Aaron and Nathan Buoncristiani, using grapes from Caldwell, Stagecoach and Hyde vineyards. It's remarkably rich, plush, dense and concentrated, with layers of spicy currant, blackberry, fresh earth, herb and mineral, with light toasty oak and cedary wood scents, with a well-structured finish and firm tannins. Best from 2005 through 2012. *From California.—J.L.*

#### Hollywood & Vine

Cabernet Sauvignon Napa Valley 2480 2001  
92 points | \$80 | 1,013 cases made

Beautifully crafted, dense and detailed, with vivid currant, blackberry, exotic spices and pretty oak seasoning all tightly wound and sharply focused, finishing with a long, rich, concentrated after-taste and fine-grained tannins. Remarkably graceful and elegant. Best from 2005 through 2014. *From California.—J.L.*

#### Casa Lapostolle

Syrah Rapel Valley Cuvée Alexandre 2002  
92 points | \$19 | 2,000 cases imported

A pure, modern, fruit-driven version, with plum, cassis and boysenberry offset by mineral, violet, vanilla and spice notes. Rich and thick, yet not at all tiring to drink, with muscular tannins framing the finish. Short-term cellaring should let this beauty open fully. Drink now through 2006. *From Chile.—J.M.*

#### Larkmead

Cabernet Sauvignon Napa Valley Solari Reserve 2001  
92 points | \$65 | 144 cases made

Firm and muscular, with a dense, rich, concentrated core of blackberry, currant and plum flavors, supported by tight tannins and framed by cedary oak. This wine combines power with touches of finesse. Best from 2006 through 2012. *From California.—J.L.*

### Wine Spectator's Tastings

Wine Spectator reviews more than 10,000 wines each year; our senior editors comprise the most experienced staff of professional wine tasters of any publication in the world. Each editor specializes in the wines of specific regions; their initials identify the taster of each wine reviewed.

We always taste wines blind, in our offices in San Francisco, Napa, New York and Tuscany, and in the vineyard regions of Europe. This is your guarantee that a wine's reputation or price does not influence its score. We score wines using our 100-point scale, explained below.

**James Laube** Senior editor, Napa  
Joined Wine Spectator in 1983. Tasting beat: California

**Per-Henrik Mansson** Senior editor, Switzerland  
Joined Wine Spectator in 1987. Tasting beat: Burgundy, Rhône Valley

**Kim Marcus** Managing editor, New York  
Joined Wine Spectator in 1988. Tasting beat: Languedoc-Roussillon/Midi, Portugal

**Thomas Matthews** Executive editor, New York  
Joined Wine Spectator in 1988. Tasting beat: New York, Spain

**James Molesworth** Senior editor, New York  
Joined Wine Spectator in 1997. Tasting beat: Loire Valley, South Africa, South America

**Bruce Sanderson** Tasting director, New York  
Joined Wine Spectator in 1993. Tasting beat: Alsace, Austria, Champagne, Germany

**Harvey Steiman** Editor at large, San Francisco  
Joined Wine Spectator in 1983. Tasting beat: Australia, New Zealand, Oregon, Washington

**James Suckling** European bureau chief, Italy  
Joined Wine Spectator in 1981. Tasting beat: Bordeaux, Italy, Port

**Daniel Sogg** Tasting Staff

#### Wine Spectator's 100-Point Scale

95-100	Classic
90-94	Outstanding
85-89	Very Good
80-84	Good
70-79	Average
50-69	Not Recommended

Wine Spectator Weekly March 4, 2004

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Inspired by a Venetian sunset  
over our sparkling hills  
The Rosé of Prosecco



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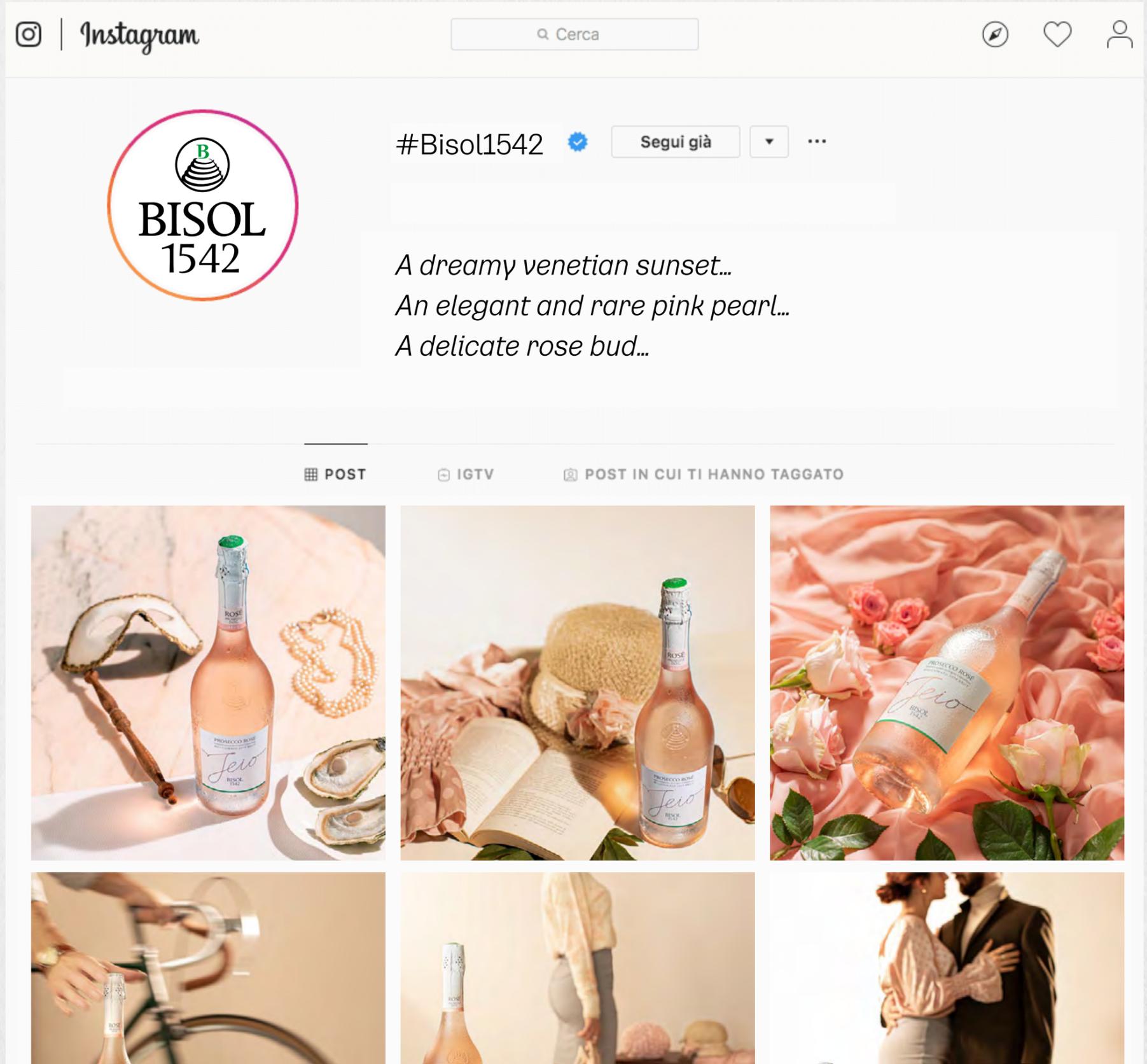
CAMPAIGN FINANCED ACCORDING  
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Jeio Prosecco DOC Rosé  
Advertising



# Jeio Prosecco DOC Rosè Instagram Post

- #Bisol1542
- #ProseccoRosè
- #JeioProseccoRosè
- #Bisol
- #proseccobubbles
- #proseccotime
- #wine
- #winelover
- #sparkling
- #bisolovesvenice





# Jeio Prosecco DOC Rosè Restaurant Activation

**S. Valentine's Day – 2021, February 14<sup>th</sup>**

We create a gift – a pink pochette – for couples who enjoy our Jeio Prosecco Rosé to celebrate their love at dinner





## Jeio Prosecco DOC Rosè Virtual Tasting

Gianluca and Desiderio Bisol explain the characteristics and the suggestions about this new wine to our the sales force by **appointment via Teams**



GRAZIE!



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 @bisolprosecco

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