



SOGRAPE DISTRIBUTES KYLIE MINOGUE WINES IN PORTUGAL

Leading UK Rosé brand

Press Release 08/08/2022 - Kylie Minogue Wines, the leading rosé brand in the UK, arrives in Portugal through Sogrape Distribuição. Sparkling Prosecco Rosé, Côtes de Provence Rosé and Signature Rosé are the three wines of the brand that will be available, reinforcing the offer of *fine wines of Sogrape's distributor in the national market.*

Launched in 2020 by singer Kylie Minogue, it is already one of the most successful wine brands ever, with more than 5 million bottles sold since its launch in the 10 countries where it is sold.

In just over two years Kylie Minogue Wines has achieved remarkable success with a portfolio of nine wines, including the UK's best-selling Signature Rosé and Prosecco Rosé, winning numerous awards, including two golds at the prestigious *The Drinks Business Wine Awards*.

For Sogrape, this new partnership represents another step in the premiumisation of its offer, which has been seeking an increasing focus on prestigious brands and wines, and reinforces the diversity and recognised quality of the Group's wine portfolio. *"It is a privilege to bring Kylie Minogue wines to Portugal and to reinforce our portfolio with this reference. Through her passion for wine and refined taste, Kylie Minogue has created a portfolio of elegant rosés, both in their composition and design, which are a real success story in various countries and we believe that Portugal will be no exception"*, says Gonçalo Sousa Machado, General Director of Sogrape Distribuição.

Get to know the wines that are available in Portugal.



Kylie Minogue Côtes de Provence Rosé

Produced at the picturesque Château Sainte Roseline estate, situated in France's oldest wine region, Kylie Minogue Côtes de Provence Rosé wine presents an elegant pale pink colour with seductive and expressive aromas of grapefruit, watermelon and lemon blossom. The palate is crisp, dry and textured with fresh fruit leading to a long, silky finish.

For further information, please contact:
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Be responsible. Drink in moderation.



Kylie Minogue Sparkling Prosecco Rosé

The Prosecco Rosé sparkling wine comes from the prestigious Zonin estate, a family-owned wine producing company spanning seven pioneering generations of *premium* D.O.C. Prosecco and celebrating their 200th anniversary in 2021. In the heart of Veneto, in the picturesque Gambellara hills of Italy, lies the 4,000 hectares that produce some of the world's finest Prosecco's. Kylie Minogue Prosecco Rosé is an elegant sparkling wine with notes of fresh strawberries, raspberries and flowers and a crisp, textured palate with a refreshing citrus finish.



Kylie Minogue Signature Rosé

An elegant and personalised blend made from Carignan and Cabernet Sauvignon grapes from the sunny coast of southern France, a region renowned for its innovative viticulture. With a delicious and fresh first impression, the elegant blend has a pale pink hue, with delicate and seductive aromas of fresh berries and white flowers, refined and refreshing on the palate with a fruity and crisp finish.

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