



A SPARKLING FIRST FOR CALIFORNIA'S ANGELS & COWBOYS

The brand launches a traditional method, NV sparkling rosé

FOR IMMEDIATE RELEASE

Healdsburg, CA – December 14 Angels & Cowboys has released their first entry into the sparkling wine category – Angels & Cowboys Brut Rosé. Employing the traditional method of secondary fermentation, the sparkling wine also uses traditional Champagne grapes – 73% Pinot Noir, 25% Chardonnay, 2% Pinot Meunier. Bearing the California Appellation, with fruit sourced mostly from Mendocino and Sonoma counties, it is non-vintage with a \$24 SRP.

This is the first line extension for Angels & Cowboys, joining the brand's existing stable which includes a Grenache-based Sonoma County Rosé and Proprietary Red, a Zinfandel-based red blend. The Angels & Cowboys Brut Rosé hews to the brand's ethos of taking inspiration from classic French wines and infusing them with California's bolder style.

"We set out to create a sparkling signature that has echoes of France's elegance buttressed by the vibrant fruit flavors of California" noted SHARE A SPLASH wine co.'s Head Winemaker Ondine Chattan. Chattan keeps the wine on the lees one year, yielding some yeasty notes and adding to a creamy mid-palate.

Launched in 2014, Angels & Cowboys is a collaboration between the founder of SHARE A SPLASH wine co. Yoav Gilat, and Northern California graphic designer Michael Schwab. Schwab, noted for his classic designs depicting California landmarks like The Golden Gate National Park, brings a similar dramatic simplicity to the brand's label, depicting a sun-bleached silhouette of a young white tail deer skull, evoking a rugged, austere and graceful beauty.

"Multi-varietal blends are a hallmark of Angels & Cowboys, with our Provencal-style rosé being our brand leader– the Brut Rosé was a natural progression for the brand" Yoav Gilat, founder of SHARE A SPLASH wine co. remarked, "This will give us entry into the high growth Ultra-Premium (\$18.00-34.99) Domestic Sparkling Rosé category, which is growing +48% by \$ vs. LY (IRI 26 week ending 11.01.2020)

Angels & Cowboys Brut Rosé is available in a 12-pack, the first production run is limited to 30,000 bottles (2,500 9L cases). The new sparkler is ready to ship from the winery as of December 10. As the first line extension since Chattan took over the role of head winemaker for all of SHARE A SPLASH wine co.'s brands in 2018, this is a perfect wine to mark the occasion. "As a California native, and a winemaker in the state for over 20 years, I've seen California sparkling wine evolve and really hit its stride in the past 5+ years. We're making our mark with a distinctive style – our fruit is robust and bright, but the fine bubbles and elegance from the classic grapes gives it finesse, I see Angels & Cowboys Brut Rosé as a great ambassador for the style."

~

About SHARE A SPLASH wine co.

Founded in 2006 as Cannonball Wine Company, SHARE A SPLASH wine co. produces and manages a portfolio of wines that echo a simple belief: that wine, like life, is best enjoyed when shared. Today, the SHARE A SPLASH portfolio offerings range from premium - luxury wine brands, including Cannonball, ELEVEN by Cannonball, Angels & Cowboys, New Zealand's award-winning Astrolabe Wines and High Dive Napa Valley. From their base in Healdsburg, California, the SHARE A SPLASH wine co. wines are present in 48 United States and 30 international markets and on a mission to "*Share a Splash*" with every glass! For more information, please visit shareasplash.com.

Images & More Information:

Brand assets (bottle shot, tech sheet): shareasplash.com/brand/angels-and-cowboys

Winery website: angelsandcowboyswines.com

Media Contact:

Danna Shapiro

danna@dannashapiro.com

917.309.1253

###