



## J.M. DA FONSECA TWIN VINES TO JOIN SHARE A SPLASH WINE CO.'S STABLE

*The Vinho Verde brand will be represented in the US by the Healdsburg, CA based importer and brand marketer*

### FOR IMMEDIATE RELEASE

**Healdsburg, CA – February 3** SHARE A SPLASH wine co. announces the addition of historic, family-owned José Maria da Fonseca's Vinho Verde brand Twin Vines to their portfolio effective immediately. The brand becomes the second international winery in the company's growing portfolio, joining stablemate New Zealand's Astrolabe, the Marlborough specialist who has been part of the SHARE A SPLASH family since 2012.

The J.M. da Fonseca Twin Vines Vinho Verde is classically styled, naturally low in alcohol (10% abv) with a slight spritz, crisp and clean with tropical fruit flavors. Hailing from Northwest Portugal's Vinho Verde DOC appellation in the Minho region, the wine is comprised of traditional Vinho Verde grapes: 70% Loureiro, 15% Trajadura, 10% Pedernã, 5% Alvarinho.

"We are thrilled to welcome J.M. da Fonseca's Twin Vines to our portfolio of wines" stated SHARE A SPLASH wine co. Founder Yoav Gilat, "the wine fits perfectly into our ethos of wines that are built to be shared, to forge connections among people and enrich our lives." The brand will compliment SHARE A SPLASH's other offerings, and allow them entry into the Vinho Verde category, which has grown +16.7% in value, +16.1% by volume; with Twin Vines registering a key 17.7% uptick in value *IRI Total US + Conv + Liq 26 weeks as of 11/1/20*. "I believe this wine is an ideal gateway for a new, younger generation of consumers who crave simply delicious wines that are low in alcohol, uncomplicated and refreshing" enthused Gilat.

"SHARE A SPLASH wine co. is the perfect US home for Twin Vines" noted António Soares Franco of J.M. da Fonseca, "Gilat's success with Cannonball proves why they are such a great partner for us to grow Twin Vines, his innate ability to combine fun, excellent value and great packaging in a winning formula resonates with how we see the brand realizing future growth. This is just the first of many projects to be launched in the future, as we enter a new life for our company in the US market. We feel super excited with this new partnership."

The wine will have a \$9.99 SRP, the style and sourcing will remain unchanged.

Images:

SHARE A SPLASH wine co. logo: [dropbox.com/SASBanners2020](https://dropbox.com/SASBanners2020)

Twin Vines logo: [dropbox.com/JMF\\_Logo\\_Horizontal](https://dropbox.com/JMF_Logo_Horizontal)

**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](https://shareasplash.com)

**About J. M da Fonseca**

Family-owned José Maria da Fonseca (J.M. da Fonseca) is one of Portugal's best-known and most historic wine producers, founded in 1834. Now run by the 6<sup>th</sup> and 7<sup>th</sup> generations of the Soares Franco family, the winemaking is helmed by chief winemaker and vice president Domingos Soares Franco. With 650 hectares of vineyards throughout Portugal, including the top regions of Vinho Verde, Douro, Setúbal and Alentejo, the group produces a wide range of wines that exemplify the best of Portugal's tradition and innovation. For more information, please visit [jmf.pt](https://jmf.pt)

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