



ANGELS & COWBOYS EXPANDS THEIR SPARKLING PROGRAM

The California brand adds a Brut NV traditional method sparkler

FOR IMMEDIATE RELEASE

Healdsburg, CA – May 24 Angels & Cowboys has released their second sparkling wine – Angels & Cowboys Brut NV, joining stablemate Brut Rosé NV which was released in December 2020. Following similar production protocols as its sibling wine, the Brut NV employs the traditional method of secondary fermentation and also uses traditional Champagne grapes. The Angels & Cowboys Brut NV is 56% Pinot Noir and 44% Chardonnay, sourced from Northern California vineyards largely in Mendocino, Sonoma, and Solano counties. It bears a California AVA and has a \$22.99 suggested retail price.

The wine contains 24% reserve wines sourced from a perpetual reserve (also known as *réserve perpétuelle* in Champagne). The reserve wines are approximately 50% Chardonnay and 50% Pinot Noir stored in tank and range in age from about 4-10+ years. The wine is also aged on lees for 12 months giving it a creamy mouthfeel.

The initial release is 5,000 9L cases with plans to expand the production of the Angels & Cowboys sparkling program later in the year. “Our Brut Rosé NV was really well received, we’ve doubled down in the \$20+ sparkling wine category which continues to grow at about 25% by value and volume (*IRI Brut Sparkling wine/Champagne, 52 weeks ending 3.21.21*)” SHARE A SPLASH wine co. founder Yoav Gilat shared.

“This release just happens to coincide with a truly celebratory moment around the world when family and friends are reuniting and rejoicing in being able to actually see one another again” Gilat enthused “I’ve always believed in celebrating the everyday, and as we raise our collective glasses, I hope that appreciation will carry forward into 2022 and beyond, let’s always be celebrating - both the big and small occasions.”

Angels & Cowboys is marking the occasion by kicking off a give back platform that will benefit World Central Kitchen (WCK). Beginning June 1, for each bottle purchased of the entire Angels & Cowboys line, the brand will contribute funds for meals through WCK including its Restaurants for the People program - up to \$50,000 annually. The charity, founded in 2010 by Chef José Andrés, has been lauded for its innovative model of bringing nourishment to communities in times of crisis. During the Covid-19 pandemic it has mobilized local restaurants to cook meals for those in need while simultaneously helping restaurants keep their doors open and their team employed.

“We believe José Andrés, founder of WCK, embodies the trailblazer ethos of the Angels and Cowboys brand; I am inspired by his innovative, forward-thinking, generous philanthropic efforts; I see him as the ultimate Angel & Cowboy” Gilat noted.

Launched in 2014, Angels & Cowboys is a collaboration between Yoav Gilat and Northern California graphic designer Michael Schwab. It was the second brand Gilat launched after his initial success with Cannonball, which first started hitting shelves in 2006. Angels & Cowboys now includes 4 SKUs, with the two sparkling wines joining existing stablemates: Sonoma County Rosé and Proprietary Red. All hew to the brand’s ethos of taking inspiration from classic French wines and infusing them with California’s bolder style. Angels & Cowboys Brut NV is available in a 12-pack and is shipping from the winery as of May 1.

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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, High Dive Napa Valley and imports including New Zealand’s Astrolabe Wines and José Maria da Fonseca’s Twin Vines. 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

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