



25 DeBOER DRIVE  
GLEN ROCK, NJ 07452  
OPICIWINES.COM

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## **LINEAGE, LEGACY, LOVE: LALUCA**

### **Opici Wines Adds New Prosecco Label, LaLuca, To Portfolio**

**GLEN ROCK, NJ, August 13, 2014** – LaLuca Prosecco, a proprietary label celebrating the 5<sup>th</sup> generation of the Opici family, has been added to the Opici Wines portfolio.

Produced from hillside vineyards in the highly regarded sub-appellation of Treviso located in the northeastern Italian region of Veneto, Glera grapes are vinified in stainless steel using the Charmat method. LaLuca Prosecco boasts very fine, persistent bubbles, a distinctive bouquet of orchard fruits, crisp pears, and lemon curd, and a crisp palate with a deft touch of minerality balancing the subtle sweetness and bright acidity. This off-dry style contains 16.0 grams/ liter of residual sugar, thus appealing to a mass audience.

Packaged in an attractive, modern 750 mL Flute bottle resembling a trumpet, it immediately distinguishes itself in the market. Foil accents and embossing on the label further highlight the quality of the product. LaLuca Prosecco is also available in 187 mL bottles.

LaLuca embraces the Opici family tradition of quality and affordability. “Tremendous care went into the production of this wine. We took our time to seek out the best growers and producers and develop the packaging. The market is saturated with Proseccos. We needed to create something that would immediately set us apart,” says Don Opici, Director of Opici Wines.

LaLuca Prosecco is currently available at a suggested retail price of \$12.99 for a 750 mL bottle through Opici Family Distributing in Connecticut, Delaware, Florida, Maryland, New Jersey, New York, and Washington, DC. It will be rolled out nationally in the coming weeks.

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#### **About Opici Wines**

Opici Wines is a wine importer and producer with a portfolio of over 50 brands from the United States, Italy, Spain, France, Chile, Argentina, and Hungary. The portfolio is distributed nationally in 45 states. Opici Wines is a subsidiary of the Opici Wine Group, a premier supplier and distributor of wines and spirits, which was originally founded in 1913 and re-established upon the repeal of Prohibition in 1934. The company chairman is 97-year-old Hubert Opici, who was recently honored as an "American Wine Legend" by "Wine Enthusiast." From its inception, the Opici Wine Group has remained family owned and operated. To learn more about Opici Wines, visit [www.opiciwines.com](http://www.opiciwines.com).

#### **Media Contact:**

Claudia Centola  
[centolac@opici.com](mailto:centolac@opici.com)  
201.689.3256

