

frozé

Iced wine that's hot for summer

April 2008



Summer is great isn't it? The clocks have finally gone forward, the evenings are lighter, the days are warmer and most of us will be looking forward to long lazy afternoons relaxing in the sunshine with an ice-cold glass of wine.

Which is why Off-Piste Wines have come up with just that. Frozé, the first wine created by the Cheltenham based wine company, is a light, fruity, summer drink best served on ice.

Made from a blend of Pinotage, Cinsault, Merlot and Cabernet Sauvignon, Frozé is a versatile South African wine with a 12% ABV content.

Ant Fairbank, managing director of Off-Piste Wines, said: "We

decided that we needed to come up with a new type of rosé as we found many on the market were either too sweet or didn't have enough flavour.

"We also believe that a lot of wine takes itself too seriously and so set out to create a rosé that was fun yet at the same time, a serious contender."

Frozé is designed to be good in its own company, especially as an aperitif, but has a refreshing fruity richness that allows it to stand up to intense flavours such as Thai or Indian dishes.

It also works well as a long drink that tastes great topped up with chopped orange, lemon and sprigs of mint.

Ant and business partner, Paul Letheren, set up Off-Piste Wines in 2007 after working together at Western Wines. Both have worked in the wine industry for more than 20 years.

The Off-Piste Wines' portfolio also includes leading Australian wine, Yellow Tail, Santa Helena from Chile, Jason's Hill from South Africa and wines from the Italian Mondo del Vino.

Ends

Notes to Editors

Frozé is currently stocked at Co-op, Costcutter, Nisa-Today's, One Stop, Waitrose and David Sands Ltd.

If you would like us to send you a bottle for review, like the sound of Frozé as a competition prize, or you'd like any more information, please call Nuala Ryan or Ruth Thomas on 0121 200 0780 or e-mail us at froze@sealcommunications.co.uk