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COMUNICATO STAMPA

## MONTE ROSSA, THE FRANCIACORTA THAT BREAKS

Monte Rossa Company is ready to astonish us  
by the Billiard Special Edition

*Bornato di Cazzago S. Martino (BS) – October 2013* – After having provoked roaring emotions by the arrival on the market of the Coupé, continues the desire of Monte Rossa to astonish us.

So, they have created the **Billiard Special Edition**: the Franciacorta wines by Monte Rossa become the ambassadors of positivity, entertainment, pleasure.

How? **By our capsules!**

**15 variations:** as the billiard balls.

**15 magic words:** as the actions for which it is nice to toast.

**1 goal only:** to transfer **positive emotions** to the consumer – who can be a wine lover as well as a neophyte one - according to the philosophy that always has led Monte Rossa.

Our wines have to be connected exclusively to pleasure moments and they have to be loosened from classical tasting dogmas, without undergoing quality deflections.

Monte Rossa produces **Franciacorta** wines consecrated to happiness and entertainment moments and it wants to communicate this concept through the most important contact point: the capsule, one of the first protagonists within the magic rite of toast.



**MONTEROSSA**  
FRANCIACORTA

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**Emanuele Rabotti** – Monte Rossa Leader – synthesizes the reason of this initiative as it follows : « *During this conjuncture in which the positive signals seem to be absent, **Monte Rossa** wants to give a positive message to remind that life continues and still there are a lot of reasons to toast...without taking ourselves too much seriously.* »

The launch of the Billiard Special Edition will be supported by an integrated communication strategy that will involve activities of Press Office, engagement about Monte Rossa profiles on the Social Networks, as well as promotion activities in occasion of the next Merano Wine Festival.

This initiative will concern all the Monte Rossa products excluded the vintage-dated.

Combination number/verb:

N. 1 TO WIN SOMEONE'S HEART  
One Coupé bottle to win someone's heart.

N. 2 TO TRAVEL  
Two Salvàdek glasses to travel on the fantasy.

N. 3 PLEASURE  
Three toasts with P.R. Rosè to feel the pleasure of being  
in someone else company.

N. 4 TO LAUGH  
Four tastes of Sansevè to laugh heartily.

N. 5 TO ENJOY  
Five minutes to choose your preferred Monte Rossa bottle, to open it,  
to pour out it and to enjoy your life.



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N. 6 TO BELIEVE

Six tastes of Prima Cuveè to still believe in fables.

N. 7 TO KISS

Intensely kiss after seven draughts of P.R. Rosè.

N. 8 TO WIN

Eight as the Franciacorta wines produced by Monte Rossa, born to win.

N. 9 TO DREAM

**Nine** sparkling bubbles of **P.R. Brut** to **dream** with your open eyes.

N. 10 TO FLY

**To Fly** on the fantasy after ten draughts of **Salvadèk**.

N. 11 TO SING

**Eleven** tastes of **Coupeè** to sing at the top of your voice in front of everybody.

N. 12 TO LOVE

Intensely **love** the Franciacorta wine after twelve tastes of **Monte Rossa**.

N. 13 TO BE BORN

**Thirteen** sparkling bubbles of **P.R. Brut** to raise a passion.

N. 14 TO DISCOVER

**Fourteen** tastes of **Sansevè** to discover the beauty of one emotion.

N. 15 TO PLAY

**To play** with the thoughtlessness of a baby after fifteen tastes of **Salvadèk**.

[www.monterossa.com](http://www.monterossa.com) \_ [www.facebook.com/MonteRossaFranciacorta](https://www.facebook.com/MonteRossaFranciacorta) \_ Instagram: @monterossafrenciacorta