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Winesellers, Ltd.

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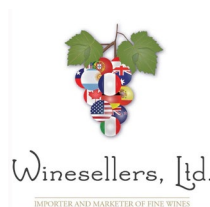
**Winesellers, Ltd. Releases Tiamo Organic Dry Wine Spritzers:  
Deliciously Clean Wines Made with Love and Moderation!**

Niles, IL – May 4, 2020 – Award-winning importer Winesellers, Ltd. introduces two new additions to their Tiamo Organic range from Italy – Tiamo Organic Dry Rose and Dry White Wine Spritzers in 250ml cans; just in time for the kickoff of Summer. The organic dry wine spritzers are both low alcohol (5 percent ABV) and low calorie (90 per can), crafted for the modern wine consumer looking to lead a balanced and healthier lifestyle. As we say, #LiveLifeLoveLifeTiamoLife.



Tiamo wine spritzers are created with premium wine made from organic grapes from the best growers in Italy, then blended with sparkling water and a touch of organic cane sugar (2g/can and 3g/can in the White and Rose, respectively). **These new Tiamo Spritzers are not only organic, low alcohol and low calorie; they are vegan-friendly, gluten-free and contain no artificial flavors or sweeteners.** The dry style and absence

of unnecessary flavors makes these spritzers the ideal choice for consumers looking for a no-frills, mindful beverage that also tastes like wine! They are refreshing and crisp wine-based cocktails with a bit of fizz, a smart alternative for health-conscious drinkers.



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Jordan Sager, Co-President of Winesellers, explains, “Consumers are becoming more selective by seeking moderation, but also authenticity with their beverage choices. Tiamo has always been a highly innovative and responsible brand with a history of producing top organic certified wines and offering them in sustainable, alternative packaging. These organic dry-style wine spritzers represent the next phase in that development to cater to the evolving demand within this category.”

Tiamo Organic Spritzers will be available nationally starting early May in 4-packs of 250ml cans, with a targeted national retail price of \$14.99. The new canned spritzers will join Tiamo 375ml still wine cans currently available in national distribution.

### **ABOUT TIAMO ORGANIC**

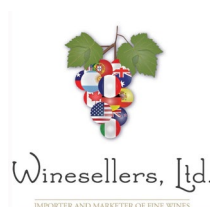
Tiamo, which simply means "I Love You" in Italian, is a line of wines, made with organic grapes that represent top quality wines from the best growers in their respective regions. The selection includes a Prosecco that is sourced from vineyards near the village of Valdobbiadene, a crisp but fruit forward Pinot Grigio that comes from vineyards near Treviso in the Veneto region, a beautifully soft Chianti from Montespertoli, which lies in the heart of the Tuscan countryside and a full bodied and robust Barbera from Lombardy. All the Tiamo wines are sourced by the owners of Tiamo, Melvyn & Jane Master, their son Charlie Master and the Sager family.

### **ABOUT WINESELLERS, LTD.**

Founded in 1978 by Yale Sager, Winesellers, Ltd. is a second generation, family-owned and globally recognized importer, and marketer of fine wines to the U.S. market. The company’s portfolio represents the finest quality of wines in their respective price category and has widespread distribution in all 50 U.S. states. The Winesellers, Ltd. portfolio includes producers and brands from Argentina, France, Spain, Portugal, Germany, Italy, New Zealand, and other countries worldwide.

For more information, visit [www.winesellersltd.com](http://www.winesellersltd.com) and follow on [Facebook](#), [Twitter](#) and [Instagram](#).

Photography available upon request



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