



Rocche dei Manzoni



Rocche dei Manzoni announces the label restyling for Valentino Brut 0 and Valentino Brut Rosé 0



A new look, symbol of refined and intense elegance.

Monforte d'Alba, September 2019 – Rocche dei Manzoni, a historical and representative company of the Piedmont Traditional Method, launches the new labels for two of its renowned sparkling wines: the Valentino Brut and the Valentino Brut Rosé. Experimentation as well as the attention to details have always marked the history of the winery and once again contribute to emphasize the refined, sophisticated and immediately recognizable image of this company from Monforte d'Alba, a forerunner of the Traditional Method in the Langhe.

«We wanted to give a more elegant look to a product whose soul remains unchanged» says Rodolfo Migliorini, owner of Rocche dei Manzoni.

«Since the end of the '80s the labels haven't had any graphic retouching. Hence the desire for a renewal that marks not only the passing of time but also the need to pay more and more attention to details».

These new labels emphasize and recall the elegance and the personality of the wines through a clear and intelligible graphic line. Stylish characters in gold foil and renewed intense and emotional colors highlight the graphics of the logo.

«This is how the Valentino Brut and the Valentino Brut Rosé present themselves in a new way» – says Rodolfo Migliorini. *«The finesse and complexity of these wines had to be emphasized by a touch of class that could adequately express the bottles' content from the very first glance».*