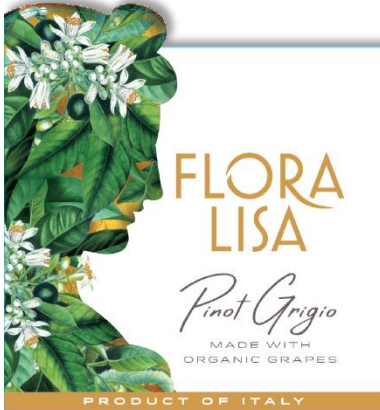




Winebow Imports Launches Flora Lisa Pinot Grigio



Richmond, VA – March 7, 2024 – Winebow Imports is proud to introduce to the U.S. market Flora Lisa, a super-premium Pinot Grigio made from organic grapes from Italy’s Abruzzo region.

Flora Lisa is produced exclusively for Winebow by its longtime partner Passione Natura, a winery specializing in organic and biodynamic wine. Passione Natura was founded by the acclaimed Pizzolo family of vintners, driven by their passion for the region and organic farming.

The wine is certified “Made with Organic Grapes” by ICEA and has a suggested retail price of \$18. The inaugural 2023 vintage will be released in April and available in select markets.

The Flora Lisa brand and label are inspired by the concept of “the muse,” a recurring image and theme within Italian art and culture dating back to the Renaissance and into the modern day.

“We’re very excited to be introducing a premium, distinctive Italian Pinot Grigio made with organic grapes,” said Ian Downey, Executive Vice President of Winebow Imports. “Demand in super-premium, organic wines is increasing among the rising generations of U.S. consumers. Flora Lisa’s outstanding quality, brand promise, and inspired design deliver the complete package.”

Flora Lisa Pinot Grigio comes from Abruzzo’s Terre di Chieti IGP, which is located along the Adriatic Coast in the foothills of the Apennines Mountain range in Central Italy. Abruzzo, which features five Italian national parks, is referred to as “the lungs of Italy,” known for its stewardship of the environment and sustainable agriculture. The warmer climate and high elevation provide a unique flavor profile with richer fruit, softer texture, and more exuberant aromatics.

Winemaker Giulia La Scorciosa and enologist Paolo Ulpiani, Abruzzo natives, believe that a commitment to organic farming produces a better-quality wine—a philosophy proven in the release of Flora Lisa.

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About Winebow Imports

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. As a national importer, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence comprising the Heritage and Pioneer wine portfolios. The Heritage portfolio represents a storied collection of wines from acclaimed producers in key viticultural areas across Europe, some of which have been partners for over 40 years. For more information, please visit www.winebow.com/imports.