V.S.T. Vini e Spumanti’s Vino rosato IGT Veneto frizzante

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The Vino Rosato IGT Veneto Frizzante 2022 is a pleasant and interesting discovery that demonstrates how quality can coexist with innovation in the canned wine world. Produced by Italian Wine Can, a brand founded in 2022 by V.S.T. Vini e Spumanti srl, this rosé is a clear example of how the wine industry can embrace sustainability without compromising on taste.

The wine presents itself with a delicate rosé color. On the nose, the aromatic profile is characterized by freshness, with floral and fruity notes typical of Glera (90%), the base variety of the famous Prosecco, balanced by a touch of Pinot Noir (10%) that adds slight structure and complexity. On the palate, its lively effervescence offers refreshing freshness, making it particularly suitable for social gatherings and

aperitifs. Aging in stainless steel for 5 months preserves the aromatic characteristics and the typical freshness of this young wine.

One of the standout features of this wine is undoubtedly its packaging. The choice of 100% recyclable aluminum cans aligns with a philosophy of environmental respect, reducing the environmental impact in terms of both recycling and logistics. Aluminum has a much higher recycling rate than glass or plastic, helping to reduce emissions and waste. Moreover, the lightness and stackability of the cans help to save space and reduce the number of vehicles on the road, minimizing fuel consumption and pollution.

With an annual production of about 30,000 units, the Vino Rosato IGT Veneto Frizzante presents an appealing option not only economically, but also for those conscious of sustainability. It is perfect for consumers seeking a fresh, light, and ready-to-drink wine without sacrificing quality.

The Vino Rosato IGT Veneto Frizzante by Italian Wine Can represents a small revolution in the world of canned wines. It is not only a pleasant, sparkling, and quality wine, but it also meets the needs of modern consumers who are conscious of the environment and resource conservation. A winning choice from every perspective.

Company Profile

The VST company was born in 2015 due to a generational change and now is managed by the sibling partners and by the father. VST, with their farms, manages approximately 70 hectares of vineyards.The grapes grown by the two companies are then transferred to the VST company. Recently VST has invested in the diversification of its products, buying a small farm in Puglia to produce Primitivo and other autochthonous wines of the Apulian territory. With the new canned wine project, the two partners wanted to broaden their philosophy regarding the

approach to sustainability and environmental protection. Thus was born in 2022, Italian Wine Can, or a new line of ready-to-drink canned products. These are products that embrace the term of sustainability and the following reasons prove it: For the material, since the can is 100% aluminum which is a material that can be recycled indefinitely, unlike plastic which degrades after being recycled a few times. Cans have an overall recycling rate of around 70%, much higher than glass (around 35%) and plastic (9%). For distribution, proven by the fact that the cans are light and easily stackable, saving 40% of space compared to glass. This means fewer vehicles on the road, less weight and, by extension, less fuel. And finally for consumption. Being ready to drink, no glassware is needed, saving on glass production and recycling and, more importantly, no commercial glass washer that consumes water, electricity and dumps toxic chemicals down the drain.

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