**Press release**

**February, 2023**

**Måns Zelmerlöw launch rosé wine, Hola MZ Rosé by Måns Zelmerlöw - a "Côtes de Barcelone".**

Måns Zelmerlöw is not only one of the country's most popular artists, he has also managed to establish himself as a successful wine connoisseur with many successful wine launches since his Hola MZ Cava was introduced in February 2020. Now Måns is broadening his wine interest further by launching a still rosé wine in Systembolaget's order range on February 1, 2023, Hola MZ Rosé by Måns Zelmerlöw.

In recent years, Måns Zelmerlöw has consolidated his position as a wine enthusiast and connoisseur and is now making his fifth wine launch on the Swedish market. Hola MZ Rosé by Måns Zelmerlöw is a light, dry and appetizing rosé wine from Spain that is characterized by red summer berries, raspberries, red currants, peach and watermelon. The wine, which is both organic and vegan, has its origins, like previous launches, in Catalonia in northeastern Spain, where Måns developed his already strong interest in beverages in the country's rich food and wine culture. This wine is produced together with Barcelona Brands and Hermansson & Co.

*- "All my wines are a tribute to my time in Barcelona, ​​where I fell in love with the atmosphere and the captivating culture. The scents, the warm evenings, the inviting meal around the tapas table and the fantastic wines that accompany the flavors are strong memories I try to recreate with my wines", says Måns Zelmerlöw".*

The wine is reminiscent of a light southern French rosé wine but has a clear exotic and artistic expression from Barcelona. In Hola MZ Rosé by Måns Zelmerlöw, the Spanish grape tempranillo is dominant with its 50 percent backed by fiery garnacha and flavorful syrah. The wine has a low sugar content of only 0.15 g/100ml.

*- The fact is that I have always liked bright southern French rosé wines, and it was exactly this style that I had in mind when I produced my new organic rosé wine from my beloved Barcelona in Spain. It's as close to a rosé from Côtes de Provence as you can get when it comes to color, flavor profile and character, but with its very own expression from Barcelona, ​​I jokingly call it "Côtes de Barcelone", continues Måns Zelmerlöw.*

To Måns, it is important that the wine and the production process is as sustainable and climate neutral as possible. Therefore, as in its previous launches, Måns has teamed up with the producer Barcelona Brands S.L. which is a highly regarded wine producer with a focus on origin, craftsmanship and sustainability. Since 2016, they use no chemicals in the vineyards and reduce the use of sulfites to an absolute minimum.

- “I couldn't be prouder of this launch! We have produced a rosé wine in a lightweight bottle that is both organic, vegan and, like previous launches, with a solid sustainability mindset. These are extremely important parameters for me", concludes Måns Zelmerlöw.

**Hola MZ Rosé by Måns Zelmerlöw will be launched in Systembolaget's order range on 1 February 2023 and costs SEK 99.**

**HOLA MZ ROSÉ BY MÅNS ZELMERLÖW**

Art no: 59620

Alcohol: 11.5%

Volume: 750 ml

Price: SEK 99

Grapes: 50% Tempranillo, 35% Garnacha, 15% Syrah

Sugar content: 0.15 g/100ml

Origin: Catalonia, Spain

**Taste description:** Light pink color. Generous fragrance, both with floral notes and berry notes of ripe summer berries such as raspberries, red currants. In the aroma, notes of peach, watermelon, blood orange and citrus are also found. Dry, berry taste and very fresh flavor with high acidity. Hints of raspberries, red currant. There are also citrus fruits and notes of exotic fruit such as mango and watermelon. Nice balance and an appetizing finish.

**Suitable for**: Served at 8-10°C as a companion drink, with fish and chicken dishes or with salads.

**Måns Zelmerlöw's previous launches consist of:**

Hola MZ Cava by Måns Zelmerlöw, 750 cl/150 cl, SEK 101/201, No. 50260

MZ Raval by Måns Zelmerlöw 2019, 750 cl, SEK 121, No. 52958

MZ Barrik by Måns Zelmerlöw 2020, 3000 ml, SEK 304, No. 53393

Hola MZ Cava Rosé by Måns Zelmerlöw, 750 cl, SEK 101, No. 55315

**Do you want product samples, an interview, pictures or have other questions?**

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