**Hola MZ Cava Rosé by Måns Zelmerlöw**

***Now the performer launches his "Cava Mia"***

**2021 was the year when the beloved performer Måns Zelmerlöw established himself as a Swedish wine icon. With three blockbuster launches and nearly half a million bottles sold, it's time for the next star to take its place in the wine heavens – Hola MZ Cava Rosé.  
- Yes, here comes my rosé cava! A fruity and bubbly superhit, if I may say so myself, declares Måns Zelmerlöw proudly.**

Hola MZ Cava. MZ Raval. MZ BARRIK.

Three wines from northern Spain signed by Måns Zelmerlöw.

All of them were launched last year and each took its rightful place in the country's range of wines at Systembolaget. And now, on the 8th of February, MZ Wines' portfolio is expanding further as the sparkling success Hola MZ Cava gets a sibling – Hola MZ Cava Rosé.

After last year's cava launch, puns abounded. Why wasn't it called Cava Mia?

- Haha, yeah, I saw it coming… But now my "Cava Mia" is finally here, even though it's not actually called that. But I think and hope it will be a real hit, says Måns and laughs.

MZ Cava Rosé by Måns Zelmerlöw carries the protected designation of origin D.O Cava and the grapes in this dry rosé cava are, like in Zelmerlöw's previous wines, grown in Catalonia in northern Spain.

This rosé cava is both organic and vegan.

In Måns Zelmerlöw's pink novelty, the grape Pinot Noir dominates with its 50 percent. This is backed up by Trepat and Xarel-lo at 25 percent each.

The grapes are grown on a terroir consisting of a mixture of clay soil and limestone and the wine is produced according to the traditional method, the same method as in Champagne, with a second fermentation in the bottle.

The end result is an elegant, dry cava characterised by red summer berries, minerality, a lively acidity and a creamy, fine-bubbled mousse.

- Ever since my first launch, Hola MZ Cava, almost exactly a year ago, I have been wanting to launch a really good rosé cava as well. Something I think there is room for on the Swedish market. It really feels like a privilege to deepen the relationship with the producer Barcelona Brands S.L and the importer Hermansson & Co. My family of wines is now expanding from a trio to a quartet. It's a total "pinch me" moment! Says Måns Zelmerlöw.

- That Måns has a nose for wine has certainly been proven, as he has now, after only his first year in the wine business, achieved some 400,000 litres sold - over half a million bottles! In 2022, he will thus represent one of Spain's top ten best-selling wine producers at Systembolaget. How far can this new wine guru go? says Malin Lindberg, Senior Brand Manager, Hermansson & Co.

Hola MZ Cava Rosé by Måns Zelmerlöw will be launched on the 8th of February in Systembolaget's order assortment and is also planned, like the other MZ wines, to be available to European wine consumers via MZ Wines, mzwines.se.

**Hola MZ Cava Rosé by Måns Zelmerlöw**

Price: 99 kr, Art nr: 55315

Alcohol: 11,5%

Acidity: 3,7 g/l

Residual sugar: 1 g/100 ml

Origin: D.O Cava, Spain

Producer: Barcelona Brands S.L.

Grapes: pinot noir (50%), trepat (25%), xarel-lo (25%)

**Character:** Clear light pink colour. An elegant, dry and appetizing rosé cava with red summer berries, lively acidity and a creamy, fine-bubbled mousse. Nuanced, clean, crisp and berry-like on the nose, with hints of red berries such as wild strawberries, raspberries, and strawberry. There are also hints of rhubarb, blood orange, citrus, biscuit and mineral.  
  
Very fresh, dry, appetizing taste with nice balance. A nuanced berry flavour of wild strawberries, raspberries and strawberry. There are also hints of rhubarb, blood orange, mineral and biscuit. The Cava has a creamy, fine-bubbled mousse.

**Pairing:** Perfect to be enjoyed on its own, with or without food. Best served at 5-6°C as a social drink or with light seafood dishes, white meats, tapas with a Scandinavian twist or with a delicious salad.