PRESS RELEASE

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**MÅNS ZELMERLÖW INTRODUCES A NEW WHITE WINE – MZ CHARDONNAY**

**The wait is finally over! On February 5th, 2025, Måns Zelmerlöw takes his wine portfolio to new heights with the launch of MZ Chardonnay in Systembolaget’s special order assortment. Following his previous successes, which quickly captured the hearts of wine lovers, Måns has firmly established himself as a creator of wines that deliver exceptional quality far beyond their price point – and MZ Chardonnay is no exception.**

MZ Chardonnay is crafted from Chardonnay grapes grown in the IGP Pays d’Oc region of southern France, an area renowned for its diverse climate and varied soil types. The grapes thrive in soils of limestone and clay, providing the ideal balance between drainage and moisture retention. This combination lends the wine its elegant minerality and vibrant acidity. The limestone enhances the delicate stone fruit aromas, while the clay contributes to the wine's smooth and pleasant texture. For this venture, Måns has once again partnered with the talented winemaker Joan Solér to create an elegant and expressive Chardonnay from southern France – a perfect choice for anyone who appreciates a truly fine dry white wine.

The Pays d’Oc region, situated in Languedoc-Roussillon, is known for producing wines with remarkable variety and character. Its Mediterranean climate, combined with inland breezes, offers ideal conditions for viticulture. Sunny days and cool nights promote grape ripening while preserving fresh flavors. The result? A wine with a delightful balance of crisp minerality and soft texture – appealing to both beginners and seasoned wine enthusiasts.

*"I’m incredibly proud of what we’ve achieved with MZ Chardonnay! Launching a white wine has been a long-standing dream of mine, and it’s taken two years to find the perfect balance and expression that embodies everything I love about a dry white wine. Pair it with a delicious pasta vongole, flavorful fish dishes, or enjoy it simply in the spring sunshine – that’s exactly what I’ll be doing!”* says a proud Måns Zelmerlöw.

Flavor Profile and Serving Recommendations

MZ Chardonnay is a dry and balanced wine featuring vibrant notes of apple, pear, stone fruit, and white flowers. The minerality of the soil imparts an elegant structure, while the refreshing acidity makes it an excellent choice to pair with seafood and fish dishes. It can also be enjoyed on its own. Best served chilled at approximately 10–12°C.

MZ Chardonnay will be available in Systembolaget’s special order assortment starting February 5th, 2025.

**MZ Chardonnay by Måns Zelmerlöw**

**Item number:** 73045

**Price:** SEK 99

**Origin:** France, IGP Pays d’Oc

**Vintage:** 2023

**Volume:** 750 ml

**Alcohol content:** 12.5%

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