

# FRIÃ FRIÕ

## The Idea.

Friã Friõ is the vision of Jocelyn Brent and Lisa Rankin, to bring the best example of a delicious, refreshing, naturally low alcohol Vinho Verde wine style to the US, branded and marketed for our unique consumers.



## Our Team.

Friã Friõ is crafted for us by Joana Santiago, one of the most talented and respected wine makers of the Vinho Verde Denominação de Origem Controlada (DOC).

We've partnered with award-winning drinks branding agency [Denomination](#) to develop our brand strategy and designs. Master of Wine [David Forer](#) brings guidance and credibility.

Our import and distribution partners, Bob Castellani and Kai Christensen, excel at connecting soulful brands with best in class wine purveyors, ensuring integrity across our supply chain.

## Our Wine.

Friã Friõ Vinho Verde and Friã Friõ Vinho Verde Rosé are naturally low in alcohol wines with a light sparkle. Perfect companions on a blue sky day.





## Friã Friõ White

Friã Friõ Vinho Verde is a joyful expression of the region, a light-hearted wine with beautiful mineral character, fruitiness and crispy acidity. This is a delicious, refreshing, lower alcohol (9.5%) white.

### The Grapes

Loureiro, Trajadura and Arinto are indigenous grapes sourced from the best plots in the southern sub-region of Sousa, exuding the uniqueness of the terroir and abundant Atlantic influence. Our grapes are handpicked early in the morning, in 20kg boxes, and received at the winery within 10 minutes where they begin their journey from de-stemming and pressing to fermentation in stainless steel tanks. The well-tended vinification process under our winemaking team is a labor of love.

### Tasting Notes

A luminous citrine color, delicate aromas of green apple and pink grapefruit with nuanced floral overtones, this wine is lively and fresh on the palate with a persistent finish.

### Food Pairing

Delicious with or without food. Pair with chips & dips, olives & cheeses, summer salads, soups, seafood, chicken, spicy dishes - anything really.

*Low Alcohol, Dairy-Free, Gluten-Free & Vegan Friendly.*



"The only wine I want to drink when I'm outside in the sun. My new fave." – Brandee

"Not a wine drinker usually, but this is so smooth! Yummmm." – Ava

"If you usually reach for a Pinto Grigio or even a Sauvignon Blanc, next time try Fria Frio Vinho Verde; you will love it." – Trevor





## Friã Friõ Rosé

Friã Friõ Vinho Verde Rosé is a joyful expression of the region, a light-hearted wine with beautiful mineral character, fruitiness and crispy acidity. This is a delicious, refreshing and lower alcohol (10.5%) rosé.

### The Grapes

Espadeiro and Touriga Nacional, indigenous grapes are sourced from the best plots in the southern sub-region of Sousa, exuding the uniqueness of the terroir and abundant Atlantic influence. Our grapes are handpicked early in the morning, in 20kg boxes, and received at the winery within 10 minutes where they begin their journey from de-stemming and pressing to fermentation in stainless steel tanks. The well-tended vinification process under our winemaking team is a labor of love.

### Tasting Notes

A luminous pale pink color with hints of fresh strawberry and red currant complemented by floral notes. In the mouth it's lively and well balanced with good acidity. It's young and crisp and has a smooth delicate finish.

### Food Pairing

Delicious with or without food. Pair with chips & dips, olives & cheeses, summer salads, soups, seafood, chicken, spicy dishes - anything really.

*Low Alcohol, Dairy-Free, Gluten-Free & Vegan Friendly.*



"Such an easygoing wine, definitely fun for afternoons with friends. I love the bottle too, it's so joyful." – Rachel

"This rosé is a bit different from a Provence rosé, which is bone dry and higher in alcohol. Friã Friõ is more lively with just a touch of sparkle." – Laure



## Our Name.

Meaning 'cool, cool', Friã Friõ reflects lightness and refreshment and delivers a sense of 'travel in a glass' to Portugal and the laidback ease of its vibrant culture. Our name expresses authenticity, discovery and sophistication. Yet, it's a fresh and playful way into a life that I want to live, a place I would rather be, sparkling, joyful, social.

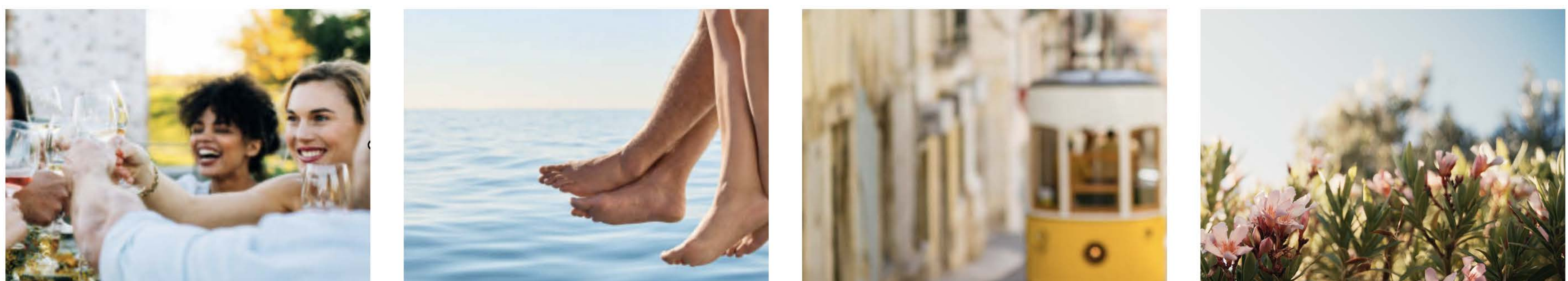
## Designed to assure on quality and shine on the shelf.

In a crowded market, our bottle says "Hey, look at me!" Our design is a direct reflection of the liquid inside: delicious, refreshing, light and joyful. Our premium packaging includes fine paper, tactile finishes, an embossed screw cap and display-ready cartons; all designed to reassure on quality and shine on the shelf.



## Photogenic brand & story, born for social media sharability.

For some wine brands social is an afterthought, not for us. Fria Frio's brand personality was born to shine on the social media stage. This converts to sales.



## Marketing.

Digitally native and born into social media, we drive brand awareness & demand from local consumers, nationally and internationally, through video storytelling, collaborations with celebrities, influencers, and like-minded brands.



“At its essence, Vinho Verde is about freshness and deliciousness. Friã Friõ nails both with flair.”

— David Forer, Master of Wine (November, 2021)



## Sustainability.

Our grapes are grown with minimal intervention. Growing conditions for young indigenous grapes favour this, along with the region's traditional regenerative agriculture practices. Our winery uses solar power and has a comprehensive sustainability plan that includes programs for local producers.



## Laugh. Love. Friã Friõ.

Interested in selling Friã Friõ? Visit us at [www.FriaFrio.com](http://www.FriaFrio.com) to learn more. Once you're ready to place an order, contact Specialty Cellars or Franco Wine or check out our list of distributors (coming soon) to learn who to contact in your state.

