vinetur

Cantine Banfi di Montalcino introduces La Pettegola Rosé, expanding its wine selection

New rosé blends Sangiovese and Merlot, offering fresh fruit and floral notes with a smooth, salty finish.

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Cantine Banfi di Montalcino in Siena has expanded its production with a new rosé wine called La Pettegola Rosé. Available starting today, it joins the well-known Vermentino.

The wine's design is inspired by Tiffany Blue, featuring elements that make La Pettegola recognizable, such as the bird and wavy lines on the label.

This rosé is a blend of Sangiovese and Merlot, showcasing pale pink hues with delicate violet tones, promising elegance and subtlety. It offers fresh fruit notes combined with floral aromas, resulting in a lively and fresh rosé with a smooth texture and a long, salty finish.

Rodolfo Maralli, President and Commercial and Marketing Director of Banfi, explained the decision to expand their product range.

He expressed satisfaction with the launch of La Pettegola Rosé, confident in the successful combination of the brand's market presence and the positive trend of rosé wines.

The year 2025 is significant for La Pettegola, beginning with a packaging redesign for Vermentino and the release of the eighth Limited Edition, featuring artwork by Elisa Seitzinger, known for its elegance and creativity.