

# BLOSSA EXTENDS THE GLÖGG SEASON WITH BLOSSA ROSÉ

MADE OF REFRESHING ROSÉ WINE



**Blossa now launches Blossa Glögg Rosé. A drier and fruitier alternative to the classic glögg. The novelty is based on refreshing rosé wine and is best served crisp cold – to enjoy at a Christmas party or in the winter sun. Blossa’s characteristic glögg spices of clove, cardamom and ginger can be found in taste and aroma, which in Blossa Rosé are combined with notes of strawberry and cranberry.**

This year, a rosé wine appears on glögg shelves with the release of the new Blossa Rosé in a ten percent and an alcohol-free version. For the first time ever, Blossa’s legendary spice blend is mixed with a rosé wine, which compared to a classic Blossa gives a more refreshing profile that is also drier in taste. In Blossa Rosé, strawberry and cranberry have also been added, which gives a more fruity character.

With quality, craftsmanship and tradition as a starting point, Blossa has in recent years expanded its range with products such as Blossa Sparkling to be able to offer a glögg for every occasion and taste preference. Blossa Rosé becomes a fresh and modern new member of the

family that opens up new traditions and even more ways to enjoy Blossa. It’s also a product that can extend both the glögg and rosé season for those who simply can’t get enough.

## **What is the best way to serve Blossa Rosé?**

- Of course you can enjoy Blossa Rosé heated in the classic glögg way, but it is even better cold. It is best enjoyed in a wine glass filled with ice, and served with salty macrona almonds and fresh figs. Given its lighter character, it easily becomes a festive aperitif that may surprise, says Åsa Orsvärn, Chief Blender at Blossa.

## **About Blossa glögg:**

Blossa glögg is a success story that includes a unique recipe that has been a well-kept secret for almost 150 years. Blossa’s wide range includes everything from the classic red Vinglögg to the innovative and surprising annual limited edition. Not to forget the white glögg variants, the non-alcoholic glögg, Sparkling & Spices and more - something for everyone, quite simply.

**For more info, please contact:**

Name name,

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