

SPRITZY GLITZY AND TUTTI FRUITY

The makers of Invivo Wines are channelling a blast from the past with their new spritzers

HER NAME is Scarlett and she comes in berry, lime or elderflower – meet Invivo Wines' new Scarlett's Spritzers.

The new drink comes from the makers of Invivo Wines, Tim Lightbourne and winemaker Rob Cameron, who were inspired by the surge in growth over the past year of fruit flavoured ciders and flavour infused beers.

"It was an obvious call to make a refreshing drink, not only for wine lovers, but also appealing for cider or beer drinkers, or even those wanting a premium, well-made alternative to the various RTDs currently on the market," says Lightbourne.

The new spritzers contain 5% alcohol.

"We have spent 12 months working on the flavours and getting the right balance, so the sparkling drink can be enjoyed over an entire social occasion," says Cameron.

He and Lightbourne have begun to take export orders for Scarlett's Spritzers from Canada, Japan, Europe and Australia.

Trade enquiries: *Scarlett's Spritzers are available in 4 packs of 330ml bottles for RRP \$17.99 or as 500ml singles, RRP \$6.99. Contact Tim Lightbourne for more information, email: tim@invivowines.com or phone 021 852 068*

