

# The **JOSH CELLARS PROSECCO & PROSECCO ROSÉ** Difference

*Josh*  
JOSH CELLARS



## Origin

Italy

## Appellation

Prosecco DOC

## Year Founded

2019

## Winemaker

Danielle Pozzi  
Wayne Donaldson

## With Deutsch Family

since inception in 2019

## Key Selling Point

Made by a son to honor his father, inspired by the values of family and hard work, Josh Cellars is the wine made for sharing with those who matter most.

## Website

joshcellars.com

 facebook.com/JoshCellars

 @joshcellars

## Josh Cellars Facts

- Josh Cellars is well-known for its popular Cabernet Sauvignon and Chardonnay, but global wine executive and Josh Cellars founder, Joseph Carr, has always had a special place in his heart for Italy. The warmth of the country and its strong family values resonated with him when he worked on an Italian vineyard and even inspired him to create his own Prosecco.
- As an ode to his love for Italy, Joseph Carr partnered with the Pozzi Family – a small family producer in Italy that have been making wine for six generations – to create Josh Cellars Prosecco and Prosecco Rosé.
- Josh Prosecco comes from the Prosecco DOC in the Veneto region of northern Italy, with vineyards in between the famed villages of Valdobbiadene and Conegliano.
- Josh Prosecco is made of 100% Glera grapes, while the Prosecco Rosé is made using 85% Glera and up to 15% Pinot Noir (aka Pinot Nero).
- Josh Prosecco and Prosecco Rosé are made to meet the exacting standards of the DOC.
  - First fermentation last between 15 and 20 days in tanks. We do not co-ferment the different varieties.
  - Secondary fermentation takes place in the charmat method in large containers called autoclaves. Before the second fermentation we add partially fermented Glera must that has higher residual sugar, raising the overall sugar content. For the regular Prosecco, secondary fermentation takes a minimum is 30 days; for the Rosé, which is blended before the secondary fermentation, it takes 60 days.
  - Then, we interrupt the second fermentation (through cooling down) when we reach the desired amount of residual sugar. After the secondary fermentation is stopped, the wine is moved into a third tank for racking, allowing for the removal of residual yeast and CO<sub>2</sub>. We also filter the wine in the process. Given this process, we do not need to dosage, or add any additional sugar, post-secondary fermentation.
- Josh Cellars Prosecco is an extra dry Prosecco, offering a refreshing acidity and a touch of sweetness from the ripe fruit. It has aromas of pear, green apples and citrus and the light effervescence, providing a vibrant and crisp taste.
- Josh Cellars Prosecco Rosé is an extra dry Prosecco Rosé, offering fresh wild berry and blackberry notes which are complemented by a refreshing acidity and effervescence.



Prosecco  
**Conegliano  
Valdobbiadene**



Prosecco Rosé  
**Conegliano  
Valdobbiadene**



**DEUTSCH FAMILY**  
WINE & SPIRITS