



Media Release
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THIS IS HOW WE ROSÉ
SNOOP DOGG DROPS ROSÉ WITH 19 CRIMES IN TUNE WITH SPRING

Global rap superstar and Californian native Snoop Dogg has dropped his second wine collab with 19 Crimes.

Cali Rosé hits New Zealand shelves from 30 October and is a taste of The Doggfather's home state with notes of sun-drenched raspberry, strawberry and red cherry creating strong fruit flavours. Paired with delicate floral and rose petal aromas, it's practically spring – and soon to be summer – in a bottle.

The grapes are grown, and the wine blended in California, bottled in Australia, and marketed in New Zealand by Asahi Beverages NZ (through its partnership with Treasury Wine Estates). It is the flipside to Snoop's first wine collab 19 Crimes Cali Red which is about to return to shelves for a second stint due to popular demand.

Snoop says: "We did it big with 19 Crimes Cali Red, so you know we had to do it again – and this time, I was thinking pink. I can't wait for everyone to sip on my Snoop Cali Rosé and bring those fresh feels from spring into summer and beyond. I hope when you open a bottle of this wine you take a little mind trip to my Cali home. This is how we Rosé the Snoop Dogg way!"

Augmented reality labels on each Cali Rosé bottle add another layer of enjoyment, helping bring Snoop D-O Double G's vision for the wine to life.

19 Crimes Cali Rosé is available through supermarkets, select liquor stores and restaurants. It has an RRP of \$19.99 per bottle.

Caption: 19 Crimes Cali Rosé - #ThisisHowWeRosé

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