FOR IMMEDIATE RELEASE



**Cheers to Summer**

**with Prosecco DOC’s “Summer Sparkling Fest”**

***Sip, celebrate, and sparkle with exclusive offers and events across Hong Kong***

For high resolution images, please download [here](https://www.dropbox.com/t/v3qq3rux8742QXxs).

[2 July 2025, Hong Kong] — This summer, Prosecco DOC, the renowned Italian sparkling wine region, invites Hong Kong to immerse themselves in the radiance of the season with the *Summer Sparkling Fest* — a vibrant, month-long celebration dedicated to the enchanting flavours and versatility of Prosecco DOC. From now until 31 July, wine enthusiasts across Hong Kong can revel in exciting offers and exclusive events that showcase this exquisite Italian sparkling wine.

**Unbeatable Summer Deals**

Prosecco DOC has teamed up with Hong Kong’s finest wine retail outlets to present the *best summer deals* on Prosecco DOC, turning every moment into a celebration. Participating retailers include:

* [Alcohood](https://en.alcohood.com/)
* [Bidvino](https://bidvino.com/)
* [Castello del Vino](https://castellodelvino.com.hk/)
* [Wine](https://winecloud.hk/) Cloud
* [HK Liquor Store](https://www.hkliquorstore.com/shop/category/prosecco-doc-980)
* [Watson's Wine](https://www.watsonswine.com/en/offers/hot-picks/101)
* [Winerack](https://www.winerack.com.hk/store)

**Special Reward – Win Tickets to Prosecco DOC Tram & Jam!**

Prosecco DOC is presenting you with a golden ticket to summer’s most sparkling affair! Spend **HK$1200 or more** on Prosecco DOC at any participating retailer, and you’ll receive complimentary passes to the exclusive **Prosecco DOC Tram & Jam** — an exclusive evening of fine bubbles, live music, and unforgettable vibes!

*Event Highlights*

* Event name**:** Prosecco DOC Tram & Jam
* Date and Time**:** 12 July 2025 (Sat), 6:30PM to 10:30PM
* Why you cannot miss it:
  + Sip on the finest flavour of Prosecco DOC
  + Immerse yourself in live music within a vibrant and laid-back ambiance
  + Mingle with fellow wine enthusiasts and savour the bubbly joy of summer
* Event webpage: <https://www.eventbrite.hk/e/prosecco-doc-tram-jam-tickets-1412650017229>
* Free Tickets Redemption period: From now until 7 July, 2025 (Limited seats, first-come-first-served basis) *Please complete the form:* [*https://forms.gle/sADG6DbhNUVCZ8Tg9*](https://forms.gle/sADG6DbhNUVCZ8Tg9)

**Prosecco DOC Wine S'Hop'ping**  
Hop around wine shops and join guided tastings of Prosecco DOC in wine shops led by MWM Wine School educator.

*Schedule:***19 July 2025 (Sat)**: 2pm - 3:30pm   
HK Liquor Store, Sai Ying Pun  
Address: G/F, 91 High Street, Sai Ying Pun  
**19 July 2025 (Sat)**: 4:30-6pm  
HK Liquor Store, The Southside  
Address: Shop LG14, The Southside, Wong Chuk Hang

**More tastings will be announced in this site**: <https://www.eventbrite.com/cc/prosecco-doc-store-tour-4442303>

**Summer Sparkling Fest Promotion Dates**

The *Summer Sparkling Fest* is in full swing **from now until 31 July**. Please note that promotion dates and details may vary across participating retailers, so we recommend checking their websites or visiting their stores for more information.

Celebrate the season of sunshine and good vibes with Prosecco DOC – the sparkling wine that brings people together. Whether you’re sharing a toast with friends or discovering new pairings, Prosecco DOC is the perfect companion for summer. Be sure to post and share your delightful experiences on social media by using hashtag #SummerSparklingFest #TasteProsecco #ProseccoDOC #TasteProsecco #ItalianGenio and tag [@proseccodoc](https://www.instagram.com/proseccodoc/) and [@proseccodocmonth](https://www.instagram.com/proseccodocmonth/) on Instagram.

For more details, please visit [proseccodocmonth.com](https://proseccodocmonth.com/).

About Prosecco DOC:

Prosecco DOC stands as an esteemed Italian sparkling wine region renowned for its exceptional quality and distinctive characteristics. Produced in the picturesque vineyards of Northeast Italy, Prosecco DOC captivates wine lovers with its elegant aromas, lively bubbles, and refreshing taste. With a commitment to excellence, Prosecco DOC has gained worldwide recognition for its ability to enhance any occasion with its effervescent charm and timeless appeal. Explore more about Prosecco DOC at [prosecco.wine](https://prosecco.wine).

For media inquiries, please contact:

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**Prosecco DOC夏日氣泡酒節**

**為盛夏增添璀璨光彩**

***全港限定優惠與活動盡在這裡，誠邀您共譜夏日氣泡盛宴***

高清相片可[在此下載](https://www.dropbox.com/t/v3qq3rux8742QXxs)。

[2025年7月2日，香港] — 這個盛夏，Prosecco DOC將以「Summer Sparkling Fest夏日氣泡酒節」點亮您的夏季。

為期一個月的精彩活動（即日起至7月31日），讓您深入體驗這款義大利氣泡酒的迷人風采與百搭魅力。香港葡萄酒愛好者不僅可享全城精選優惠，更有機會參與獨家品鑑活動，讓每一口氣泡都成為夏日難忘回憶。

**【超值夏日優惠】**

Prosecco DOC攜手香港多家最具活力的精品美酒零售商，推出超值的夏日優惠，參與商戶包括：

* [Alcohood](https://en.alcohood.com/)
* [Bidvino](https://bidvino.com/)
* [Castello del Vino](https://castellodelvino.com.hk/)
* [Wine](https://winecloud.hk/) Cloud
* [HK Liquor Store](https://www.hkliquorstore.com/shop/category/prosecco-doc-980)
* [Watson's Wine](https://www.watsonswine.com/en/offers/hot-picks/101) 屈臣氏酒窖
* [Winerack](https://www.winerack.com.hk/store)

**【專屬禮遇－Prosecco DOC電車品酒之旅】**  
於任何參與商戶單筆消費滿港幣1200元，即可獲贈「Prosecco DOC**電車品酒之旅**」門票乙張\*（數量有限，贈完即止）！

活動詳情：

* 主題：Prosecco DOC電車品酒之旅
  + 活動時間：2025年7月12日(週六) 晚間6時30分至10時30分
  + 體驗內容：品鑑多款Prosecco DOC頂級氣泡酒
  + 伴隨現場音樂徜徉香港城市夜色
  + 與葡萄酒愛好者交流，共度氣泡飛揚的盛夏之夜
* 活動網頁：[https://www.eventbrite.hk/e/prosecco-doc-tram-jam-tickets-1412650017229](https://www.eventbrite.hk/e/prosecco-doc-tram-jam-tickets-1412650017229" \t "_blank)
* 免費門票換領期限：即日起至2025年7月7日（席位有限，額滿即止）。*請填寫表格：https://forms.gle/sADG6DbhNUVCZ8Tg9*

**【Prosecco DOC** **Wine S'Hop'ping酒窖遊 導賞品鑑會】**

**遊走香港各地酒窖，參加葡萄酒導師主持的Prosecco DOC導賞品鑑會。提前報名參加品鑑會，即可換領Prosecco DOC紀念襟章及證書！**

**活動日程：  
2025年7月19日（星期六）下午2時至3時30分  
HK Liquor Store（西營盤分店）  
地址：西營盤高街91號地舖**

**2025年7月19日（星期六）下午4時30分至6時  
HK Liquor Store（南區分店）  
地址：黃竹坑The Southside商場LG14號舖**

**更多導賞品鑑會將陸續於此連結發佈：[https://www.eventbrite.com/cc/prosecco-doc-store-tour-4442303](https://www.eventbrite.com/cc/prosecco-doc-store-tour-4442303" \t "_blank)**

**【Prosecco DOC「夏日氣泡酒節」推廣】**  
Prosecco DOC「夏日氣泡酒節」推廣期至7月31日止，各商戶優惠內容與期限可能略有差異，詳情請參閱官方網站或親臨門店查詢。

舉杯迎盛夏，讓Prosecco DOC點亮您的燦爛時光！無論是與好友舉杯歡聚，還是探索全新配搭，這款凝聚歡樂的氣泡酒都將成為您的最佳夏日伴侶。別忘了在社交媒體上分享您的品飲體驗，標註 #SummerSparklingFest #TasteProsecco #ProseccoDOC #TasteProsecco #ItalianGenio，並追蹤Instagram官方帳號 [@proseccodoc](https://www.instagram.com/proseccodoc/) 和 [@proseccodocmonth](https://www.instagram.com/proseccodocmonth/)。

更多活動資訊，請瀏覽[proseccodocmonth.com](https://proseccodocmonth.com/)。

關於Prosecco DOC (普洛塞克原產地生產管制產區）：

Prosecco DOC是享譽全球的義大利氣酒產區，以其卓越的品質和獨特的特色而聞名。產自義大利東北部優質葡萄園的Prosecco DOC，憑藉優雅芳香、活躍氣泡與清新口感風靡世界。無論日常小酌或重要慶典，Prosecco DOC總能為時刻注入歡愉能量。了解更多請至：[prosecco.wine](https://prosecco.wine/" \t "_blank)。

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