



ZENATO®

Publication: Just Luxe

Place: USA Web

Date: 14 March 2023

JustLuxe

Gen Z-Approved Wines



Photo by Kelsey Chance via Unsplash

With the recent release of the latest "State of the U.S. Wine Industry" report and subsequent coverage in *The New York Times-The Pour*, Rob McMillan and Eric Asimov call out the \$15 price point as key to attracting younger consumers to wine; however, value isn't necessarily the sole requirement. When purchasing wine, Gen Z'ers also seek from their favored brands quality, sense of place, sustainability, and social responsibility. These family owned, female led wineries farm sustainably and partner with nonprofits to protect the environment and promote biodiversity, making each an ideal choice for socially conscientious consumers. And, with these selected wines, the price is definitely right.



Zenato Pinot Grigio 2022 (\$13) – Italy

Produced by a historic family winery renowned for their Amarone, this Pinot Grigio from the Veneto offers classic citrus and floral notes in a balanced elegant style. Nadia Zenato grew up playing in the vineyards and oversees the business today, while her brother Alberto is in charge of the winemaking.