

Fall for Spritz. New fall line up for Social& CO



Minneapolis, Minnesota Aug 18, 2026 ([IssueWire.com](https://www.issuewire.com)) - As the weather starts to turn cooler, and we look forward to sweater weather, SOCIAL& CO extends spritz season beyond the summer months with soft and juicy Pera e Rosmarino, a Pear & Rosemary Italian-Style Spritz.

“Spritz is not just for summer,” says SOCIAL&CO Founder, Joe Heron “it’s refreshing and delicious all year around. We wanted a spritz that is perhaps a little less frisky than a classic citrus spritz, a little softer, maybe just a more fruity on the nose and slightly less bitter. A spritz to take your time over”.

“Spritz is not necessarily a flavor-profile, it’s an occasion, specifically a social moment where friends and family enjoy good food and celebrate each other’s company. L’Ora Sociale, The Social Hour. The spritz flavor profile in the USA is broadening beyond classic citrus accordingly; the elderflower forward Hugo Spritz, SOCIAL&CO’s Fragola Rosa Strawberry-Vermouth illustrate this diversity” says Heron.

“New Users. New Occasions. Extended Seasonality. This is our core strategy, and a Pear & Rosemary Italian-Style Spritz brings in drinkers who might normally not consider a spritz in Fall or Winter. Or are looking for a different flavor spritz beyond the classic” says Herb Heneman, Partner and Chief Commercial Officer.

“It’s a slightly different style to more familiar citrus spritz, but adds an almost culinary profile to the spritz canon and reflects a classic Italian gastronomic flavor combination. At 8% ABV it’s an authentic ready to enjoy spritz, not a spritz-flavored RTD. An authentic spritz should always have enough alcohol and aromatics to manage the dilution over ice” says Heneman.

SOCIAL&CO are available in Total Wine, Liquor Barn/GoPuff, fine independent liquor stores, quality bars and restaurants in the following states: MN, IA, WI, IL, MO, KS, OH, MI, PA, KY, TN, GA.

SOCIAL&CO® Italian-Style Spritzes are available in 4-packs at a Suggested Retail Price of \$14.99. Pera e Rosmarino is also available in 20 Liter one-way draught kegs.

For Select Press Images & Video: [Pear & Rosemary Spritz Images](#)

Contact: SocialAndCo@SpritzSociale.com

SpritzSociale.com

About SOCIAL&CO Italian-Style Spritzes

SOCIAL&CO® is a Blue Sky Miners brand. Blue Sky Miners develops and builds distinctive, unique, upscale, adult ready to enjoy beverage brands. Blue Sky Miners portfolio of brands also includes Bar Diver alcoholic and non-alcoholic cocktails and John Wolf & Co®. California Brandy cocktails.

Based in Minneapolis, Minnesota, USA, and founded by beverage entrepreneurs Joe and Lesley Heron. Herb Heneman is Partner and Chief Commercial Officer.

BLUESKY-MINERS.COM



Media Contact

Blue Sky Miners

*****@gmail.com

9524562019

15 Summit Place

<https://www.bluesky-miners.com/>

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