

# Prosecco replacing Champagne as bubbly of choice

By Jillian Eugenios, CNNMoney

Even at some of the fanciest parties this New Year's Eve, the bottles of bubbly that will be popped open won't be classic French Champagne but its sparkling Italian cousin, Prosecco, instead.

Prosecco sales have been booming in recent years, partly due to its affordability. But that's starting to change. Higher-end Proseccos have entered the market, with prices of as high as \$160 a bottle – and, in some cases, these sparkling wines may even start commanding the same respect as a chilled bottle of Veuve Clicquot.

“Cava and Prosecco are shedding the idea of the poor man's alternative for Champagne,” said Chris Deas of New York's Zachys Wine & Liquor, a family-owned wine shop that sells nationwide. “People are becoming more educated and more experienced.”

Deas said sparkling wine is a “huge growth area” for his business, especially in cities like New York and San Francisco. “There's a hip wine culture in places where the sommeliers are able to educate the buyers who are coming in,” he said.

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