Oliver Winery and Ocean Spray® Bring Holiday Cheer by the Glass with Frosted Cranberry Spritz

Real cranberry juice from Ocean Spray meets spritzy rosé from Oliver Winery in a seasonal release arriving with this year's cranberry harvest



Oliver Winery and Ocean Spray Introduce Frosted Cranberry Spritz

BLOOMINGTON, IN, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Oliver Winery today announced the release of Frosted Cranberry Spritz, a limited-edition holiday wine created in collaboration with Ocean Spray Cranberries, Inc. blending real cranberry juice with a bright, spritzy rosé.

At the heart of this collaboration is something both brands know a thing or two about: real fruit. Ocean Spray's roughly 700 family farmers have been growing and harvesting cranberries for generations, while Oliver Winery has built its wines around the belief that when you want great fruit flavor, you should start with actual fruit.

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>
> *Cherri Prince*

Frosted Cranberry Spritz is crafted with real cranberry juice from Ocean Spray and refreshing, spritzy rosé for a bright, easy sip with a hint of holiday spice. Best served chilled, it was made for the full holiday calendar, from Friendsgiving and cookie swaps to Christmas brunch and a very merry New Year's Eve.

For Oliver, creating wines people want to bring to the holidays is becoming something of a tradition. From seasonal releases like Apple Pie and Pumpkin Pie to the new Frosted Cranberry Spritz, the winery continues to find fresh, unexpected ways to bring familiar seasonal flavors into the wine aisle.

“We listen closely to consumers, and they’re telling us they want wines that make an occasion feel special without making it too serious,” said Cherri Prince, Chief Marketing Officer at Oliver Winery. “Frosted Cranberry Spritz is festive, approachable and made for a holiday table with all kinds of tastes.”

Frosted Cranberry Spritz joins Oliver Winery’s broader holiday lineup and seasonal programming, built around one simple idea: holiday wines should feel special, festive and easy to enjoy.

Few flavors are as closely tied to the holiday season as cranberry. Built on generations of cranberry-growing expertise, Ocean Spray has long been part of the season’s traditions, making the collaboration a natural extension of the brand’s role in holiday gatherings.

“For generations, Ocean Spray cranberries have been part of holiday traditions, bringing people together around the table and making seasonal moments feel even brighter," said Grace Coriell, Senior Brand Manager, Licensing & Innovation at Ocean Spray. “Partnering with Oliver Winery creates a new way for consumers to enjoy the cranberry flavor they love during one of the most meaningful times of the year. We’re excited to continue bringing the bold taste of cranberry into more holiday occasions and celebrations.”

Frosted Cranberry Spritz is available in 750ml bottles at 11% ABV, with a suggested retail price of $11.99. Quantities are limited and the wine is available only while supplies last. Retail availability can be found at oliverwinery.com/find-our-wines.

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About Oliver Winery

Founded in 1972, Oliver Winery has evolved into one of America's largest wineries, with national distribution across 43 states. The company specializes in fruit and flavor-forward wines designed to welcome new consumers into the wine category. The winery welcomes more than 150,000 visitors annually and was recently ranked the No. 2 Best Tasting Room Experience in America by Newsweek.

Learn more at oliverwinery.com.

About Ocean Spray

In 1930, Ocean Spray was founded by three maverick farmers – bonded by bold cranberry love. Since then, we've grown into a vibrant global agricultural cooperative, built on the strength of roughly 700 family farmers in the United States, Canada, and Chile. Together, we've worked to preserve the family farming way of life for nearly 100 years, and for generations to come. Today, our cranberries show up in more than a thousand deliciously nourishing products in over 100 countries worldwide. United by passion and purpose, Ocean Spray is committed to trailblazing the power of the mighty cranberry through its offbeat taste and uncanny nutrition to feed better, happier lives for all. Born Tart. Raised Bold.®

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