



# TORRESELLA

ALWAYS IN GOOD COMPANY.™

## EXCITEMENT IN 2017

Between the water and the mountains of Northeastern Italy, there is an area called Eastern Veneto. This is where the Torresella vineyards are located, and where our flavorful Pinot Grigio and Prosecco wines are produced. We always follow Italian oenological tradition, reinforcing our status as an authentic Italian wine.

In 2016 we developed a more contemporary look and messaging to connect with our millennial consumers, including an upgrade of the label and bottle of our Pinot Grigio. In 2017, we have extended that exciting and premium look and feel to our Prosecco Extra Dry – our family is complete! We continue to connect with millennials but we haven't lost the essence of what we stand for: an authentic Italian wine from the Veneto. Always fresh, always carefree, and **ALWAYS IN GOOD COMPANY.™**

## KEY SELLING POINTS

### *Authentic Italian Heritage*

We use traditional techniques combined with the best modern innovations. The result is an amazingly flavorful and unmistakable wine, with the true taste and personality of Italy.

### *Perfect for Sharing*

For afternoon picnics with bread and cheeses, dinner parties with delicious appetizers, light bites, or anytime you are with a group; Torresella wines are made to pair perfectly with good company.

### *Environmental Sustainability*

Our wines are born in the beautiful countryside between the mountains, the rivers, and the shore, so loving and appreciating a healthy environment is in our heart. We run our vineyards and produce our wines with this commitment as our guide, leveraging solar panels, sustainable packaging practices, and employing modern farming and irrigation systems to reduce our environmental impact.



# ACTIVATION

Throughout the year, 360° touch points will communicate the brand strategy and positioning, **ALWAYS IN GOOD COMPANY.™**

## NATIONAL MEDIA

Connect to drive brand awareness through media buys with an emphasis on digital media, where our consumer interacts the most.



bon appétit

WINEENTHUSIAST

## PR/EVENTS

Connect with our millennial consumer through participation in tasting events in key markets.



WINE RIOT

## ONLINE

Social Media: Build social brand presence on Facebook, Twitter and Instagram through branded content that is relevant to our consumer and ladders up to the brand platform.



Website: Our brand site delivers a responsive, contemporary, rich brand experience that embodies our new positioning and look, without forgetting about our authentic Italian heritage.

## OFF PREMISE

Point of sale items will help gain display and incentivize purchase.



Case Card



3 Case Stacker



Necker



Umbrella



Ice Bag



Bottle Stopper



Acrylic Bucket



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