

# TORRESELLA WINES

Torresella's sustainably farmed wines have had a vocation for viticulture and its ecosystem since 1984.

This T2 we invite you to **"Accessorize your Summer"** with Torresella and watch as we walk our sustainability talk!

## OFF-PREMISE POS

T2 will showcase our sustainability in-store with our **"Plastic Is Not Fantastic"** VAP. This 100% recycled canvas bag comes pre-packed in a biodegradable on-pack box –which fits snug on both Pinot Grigio and Prosecco bottles, for a seamless local merchandising execution.



MIR/IRC Offers (Valid: 5/4 – 7/31)



Pre-packed shopping canvas bag VAP



Canvas shopping tote



Print-Ready Shelf Talkers



Case Sleeves & Case Cards



Year-Round Venetian Pole Display

Minimum of (2) 4-case stacker tertile sleeves per display.  
Pole displays should not use case cards on wine cases.



## ECO-FRIENDLY ON-PREMISE

Did you know that all POS produced in 2020 are either 100% recyclable or biodegradable? T2 will launch two multipurpose POS items to create an eco-friendly summer experience.

### INDOOR & OUTDOOR CARAFE

- **Break-resistant** & shatter-proof.
- 1060mL (1L) capacity.
- Made of a recycled polycarbonate and (PC) is **100% recyclable**.
- **Heat-resistant:** up to 145°C (261°F). Commercial **dishwasher safe**.



### FLIGHT TO OYSTER TRAY

- A 13"D x 1.5"H custom mold
- Food-grade safe
- Made of **bamboo fiber** and a cornstarch blend
- **100% Biodegradable**, durable and shatter-proof
- **Heat-resistant:** -20°C (-4°F) ~ 120°C (248°F)
- **Dishwasher safe**, top rack only (should not exceed 160°F)



### JULY BLITZ & BEACH WEEK

In **July 2020**, we will begin our Torresella Blitz month on the sand and give a nationwide helping hand to **Clean Beaches week**. Local teams will set up beach cleanup teams with our distributors and support our stand that "Plastic is not fantastic".

Our annual Blitz Week will also have a new gifting opportunity with a dual-varietal transport tote.