



## UNCORK AN EXTRAORDINARY HOLIDAY

This holiday season, we invite you to create extraordinary moments with Santa Margherita.

We'll bring our effortless Santa Margherita elegance to life for large case displays, with festive themes to inspire the enjoyment and gifting of our wines with friends and family.

For gifting occasions, we've created a stunning tin for each of our featured wines. Consumers can enjoy collecting and sharing all four over the holiday season.

**#1  
SELLING**

### UNIQUE SELLING POINTS

- ★ Santa Margherita **Pinot Grigio** is the #1 selling **white wine over \$15\***
- ★ Santa Margherita **Pinot Grigio** is the #1 selling **table wine above \$20\***
- ★ Santa Margherita **Pinot Grigio** is the #1 selling **750ml Pinot Grigio\***
- ★ **Prosecco Superiore** is the #1 selling **Prosecco over \$20/ bottle**
- ★ **Prosecco** is driving growth of the Sparkling Wine category, with **34% growth\***

\*Nielsen Total FDL – Dollar Sales – 52 Weeks ending 5/22/2021



Case Cards - 13.53" x 25.44"



Case Sleeves

- PG/CRR: 47.9" L x 36.6" H - PRO/SRO 46.1" L x 33" H

One single design throughout the year (to be used with T1-T2-T3).

## MEDIA

- Year-Round Trade Media Publications Digital and Print:
  - *Wine Spectator*
  - *Wine Enthusiast*
  - *Shaken News Daily*
  - *Market Watch*
- Year-Round Consumer Media
  - *Travel & Leisure*
  - *Food & Wine*
- Always-on social media
- Digital programmatic and video
- E-Commerce integration
- OOH media in key markets: CA, FL, TX, NY, IL, MA
  - Double-Decker Buses and Trolleys



Villa Toppers  
Pole 43" - Base 3" - Villa 13"

## AVAILABLE ASSETS



Glorifiers - 12" x 23.5"

Collectible Gift Tins

Find our print-ready files at [SantaMargheritaUSA.com/trade-resources/santa-margherita/](http://SantaMargheritaUSA.com/trade-resources/santa-margherita/)