



Life is an adventure, and we want to create opportunities for consumers to get out there and savor it. Our "Adventure is Calling" contest continues during the year's second half, with two new breathtaking locations, for a chance to win a GoPro HERO11 Black Creator Edition kit. Our Sangiovese and Vermentino-specific case cards and glorifiers include coordinates with a QR code that leads to "The Hunt" landing page with the entry steps, rules, and Google Earth link to each destination. The program runs from July 4 to December 31, 2023.

Step 1: Scan the QR code on the POS to the dedicated landing page.

Step 2: Explore the destination via Google Earth.

Step 3: Visit the destination in person and share your experience on Instagram via a photo or video tagging @SassoregaleWine.

Step 4: A winner will be selected at random and announced on social media.



Mammoth Mountain, CA, West Coast:
(37°37'55" N – 119° 01' 58" W)



Double-sided Case Cards
13.5" W x 25.4" H



Bass Harbor Head Lighthouse, ME, East Coast:
(44° 13' 18" N – 68° 20' 09" W)



Glorifiers with Adhesive Strips
12" W x 23.5" H
(2" fold from top)



ADVENTURE IS CALLING

From June 13 to November 30, 2023, twenty consumers in eligible states will have a chance to win a custom ICEMULE Urbano™ 30L cooler backpack by scanning our QR code or texting the number on our shelf talkers and double-sided neckers.

To Enter Online:

1. Scan the QR code on the print POS material or log on to www.sassoadventuresweeps.com.
2. Confirm your age and state of residence. Once you are on the site, click on the entry form and fill out all the required information.

To Enter By Text:

1. Text SASSO to 213-394-7460.
2. You will receive a text message containing a link to the web entry form.
3. Fill out the requested information and submit it.
4. You will receive a message informing you that you have been officially entered for a chance to win.

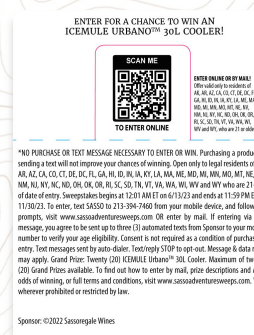
Valid States:

AK, AR, AZ, CA, CO, CT, DE, DC, FL, GA, HI, ID, IN, IA, KY, LA, MA, ME, MD, MI, MN, MO, MT, NE, NV, NM, NJ, NY, NC, ND, OH, OK, OR, RI, SC, SD, TN, VT, VA, WA, WI, WV and WY



Shelf Talkers with Adhesive Strip

3" W x 3.75" H (.75" fold from the top)



Double-Sided Neckers

3.25" W x 4.15" H

