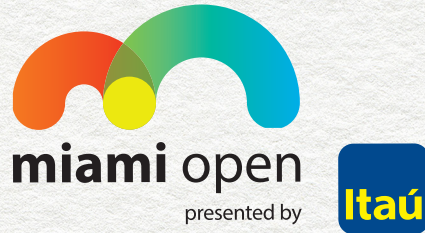


UNCORK
YOUR
EXTRAORDINARY



OFFICIAL WINE OF
THE MIAMI OPEN



This spring, Santa Margherita is the Official Wine Sponsor of **The Miami Open**. This tennis tournament will take place in Miami, FL between March 20 and April 4, 2023.

AT THE EVENT:

- Over 385K tennis enthusiasts attend the event.
- Santa Margherita's logo will be featured on all sponsor boards and tournament websites.
- There will be TV-visible signage on the court seen by 11.4M people in the US and over 211M people globally.
- Digital signage will live on videoboards and LED screens across the stadium.
- There will be a Santa Margherita Rosé Garden.
- Santa Margherita Rosé, Pinot Grigio, and Chianti Classico Riserva will be featured at all locations where wine is available for purchase.

#1
SELLING

UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 luxury Italian wine*
- ★ Santa Margherita Pinot Grigio is the #1 imported luxury wine over \$20*
- ★ Santa Margherita Rosé is the #1 Italian luxury Rosé wine over \$20*
- ★ Santa Margherita Chianti Classico Riserva is the #2 Chianti Classico Riserva* and the #3 Italian luxury wine over \$20*

*Nielsen value 52 weeks, 09/10/2022. TOTAL US FOOD, TOTAL US DRUG CENSUS, TTL COMBINED LIQ PLUS, TOTAL US XAOC + LIQ PLUS, TOTAL US XAOC. \$20+

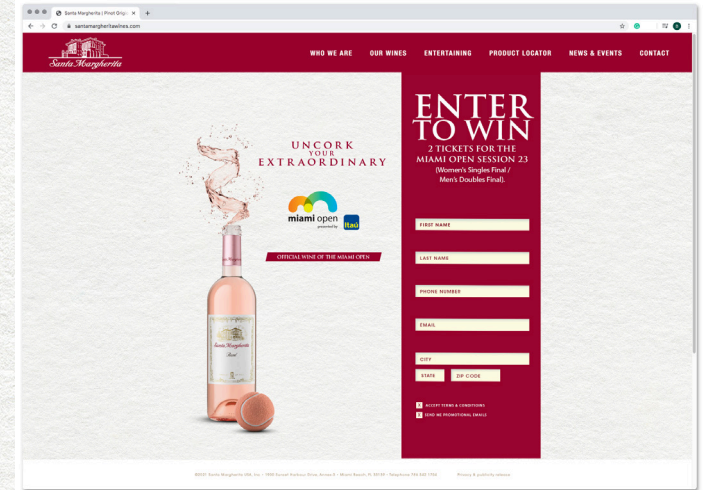


CONSUMER SWEEPSTAKES **

Consumers can enter for a chance to win two (2) tickets for Session 23 (Women's Singles Final / Men's Doubles Final) on Saturday, April 1, 2023, at the Hard Rock Stadium in Miami Gardens, Florida by scanning the QRC on the POS and visiting www.santamargheritatennissweeps.com.

The sweepstake will last from **February 6 to March 17, 2023**. At the end of the entry period, winners will be selected at random and will receive their prizes within a month of notification.

**DISCLAIMER: Please visit our Terms & Conditions to confirm eligibility.



Landing Page for Santa Margarita Miami Open: <https://www.santamargheritatennissweeps.com>

AVAILABLE POS

QR code leads to the landing page for the sweepstakes entry.



Neckers
2.25" W x 4.5" H



Shelf Talkers
3" W x 3.75" H



Double-Sided Case Cards
13.53" W x 25.44" H



Case Sleeve
47.9" W x 36.6" H



Case Glorifiers
12" W x 23.5" H

Find our print-ready files at SantaMargheritaUSA.com/trade-resources/santa-margherita/


Santa Margherita