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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 Prosecco Superiore is the #1 selling Prosecco over \$20/bottle*
- ★ Santa Margherita Sparkling Rosé is the #1 Italian luxury sparkling Rosé 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 XACO. \$20+



UNCORK EXTRAORDINARY

Santa Margherita has been a leader in the premium wine industry for over 30 years; we are proud to consistently earn our place as the #1 imported luxury wine brand over \$20 in the United States.

We provide year-round programming opportunities to ensure that Santa Margherita is always top of mind.

Case Sleeves - Still wines: 47.9" W x 36.6" H, CCR 50.3"W x 37.2" H. Sparkling wines: 46.1" W x 33" H. Design to be used throughout the year (T1-T2-T3).



Double-sided Case Cards – 13.53" W x 25.44" H

Design to be used throughout the year (T1-T2-T3). Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.



Shelf Talkers - 3" W x 3.75" H

Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.



Case Glorifiers - 12" W x 23.5" H

Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.

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



Cold Door Clings - 3" W x 5" H

Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.



MEDIA

- Year-Round Trade Media Publications
- Year-Round Consumer Media
- Always-on social media
- Digital programmatic and video
- OOH in key markets