



# Santa Margherita

UNCORK EXTRAORDINARY.™



Alessi  
"Chiringuito" Wine Holder

## AN EXTRAORDINARY ITALIAN GIVEAWAY

Santa Margherita is launching a national sweepstakes that will offer consumers an opportunity to enter to win a limited-edition Santa Margherita branded Alessi Chiringuito wine chiller.

2,300 lucky consumers will win across the USA.

**#1**  
SELLING

### CONSUMER ENTRY



Consumers can enter for a chance to win this Alessi wine chiller via a unique link:

[www.santamargheritawines.com/AlessiGiveaway](http://www.santamargheritawines.com/AlessiGiveaway), which will be promoted on brand POS, our website, and social media.



The sweepstakes will last from **January 1st to April 30th, 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: Certain states are excluded from participating in national sweepstakes according to local laws. Please visit our Terms & Conditions to confirm eligibility. <https://santamargheritawines.com/AlessiTermsandConditions>.

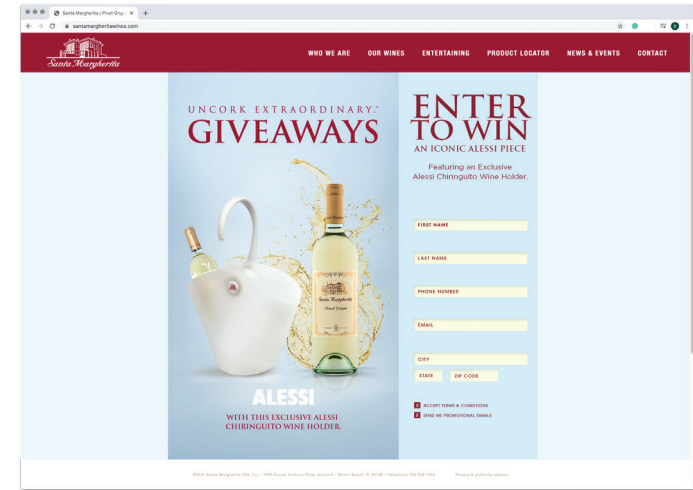
### UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 luxury Italian wine\*
- ★ Santa Margherita Pinot Grigio is the #1 Imported White Wine above \$15\*
- ★ Santa Margherita Pinot Grigio is the #1 White Wine above \$15\*
- ★ Santa Margherita Pinto Grigio is the #1 Imported 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+



## T1-SWEEPS – OFF PREMISE



Landing Page for Sweepstakes Entry  
<https://santamargheritawines.com/AlessiGiveaway/>

## 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

## MEDIA

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

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

  
**Santa Margherita**  
 UNCORK EXTRAORDINARY.™