



Santa Margherita

UNCORK EXTRAORDINARY.™



Alessi
Moon Ice Bucket

UNCORK AN EXTRAORDINARY ITALIAN GIVEAWAY

This spring, Santa Margherita is unveiling a nationwide consumer promotion granting 900 lucky winners an exclusive Santa Margherita-branded Alessi Moon Ice Bucket.**

Additionally, Santa Margherita introduces a collection of distinctive point-of-sale materials strategically created to enhance awareness and boost sales.

With a remarkable legacy spanning more than three decades, Santa Margherita continues to lead the premium wine industry, proudly maintaining its position as the #1 imported Italian luxury wine brand priced above \$20 in the United States*.

#1
SELLING

CONSUMER ENTRY



Consumers can enter for a chance to win an Alessi Moon Ice Bucket via a unique link: 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, 2024**. At the end of the entry period, winners will be selected at random and will receive their prizes within a month of notification.

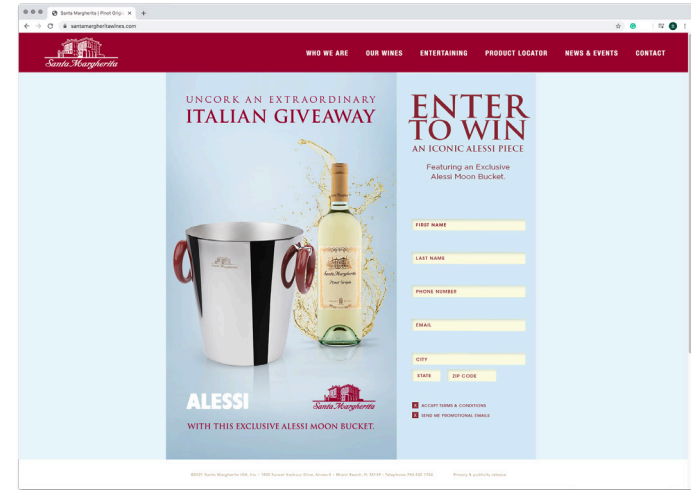
**DISCLAIMER: Certain states are excluded from participating in national sweepstakes according to local laws. Please visit our Terms & Conditions to confirm eligibility. <https://santamargheritawines.com/AlessiTermsandCondition>

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*

*Nielsen value 52 weeks, 8/12/2023. Italian wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+

T1-SWEEPS – OFF PREMISE



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

AVAILABLE POS

Designed to be used throughout T1. Each QR code leads the consumer to sweepstakes entry page.



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 Glorifiers
 12" W x 23.5" H

- Year-Round Trade & Consumer 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/

