

UNCORK EXTRAORDINARY DESTINATIONS

This summer, Santa Margherita brings you iconic point-of-sale elements to drive awareness and sales during a key selling season.

Santa Margherita is launching a national sweepstakes that will offer 500 consumers an opportunity to win a limited-edition Santa Margherita-branded weekender bag.

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



UNIQUE SELLING POINTS

- ★ 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 #3 Chianti Classico Riserva* and the #4 Italian luxury wine over \$20*

*Nielsen value 52 weeks, 12/31/2022. Italian wine imports. 750 ML. TOTAL US XAOC + LIQ PLUS, \$20+

Double Sided Case Cards - 13.53" W x 25.44" H Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.







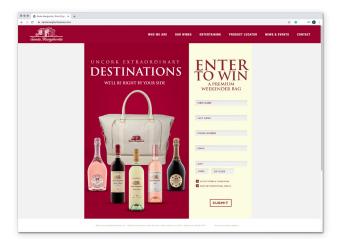




THE WEEKENDER

CONSUMER ENTRY

Landing Page for Sweepstakes Entry https://santamargheritawines.com/uncorkextraordinarydestinations



Consumers can enter for a chance to win a limited-edition Santa Margherita-branded weekender bag via a unique link

https://santamargheritawines.com/ uncorkextraordinarydestinations, which will be promoted on the brand's POS, website, and social media.

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The sweepstake will last from **May 1st to August 31st, 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/uncorkextraordinarydestinations



Case Glorifiers - 12" W x 23.5" H

Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.

T2 - OFF PREMISE AVAILABLE ASSETS

ON TRADE ASSETS



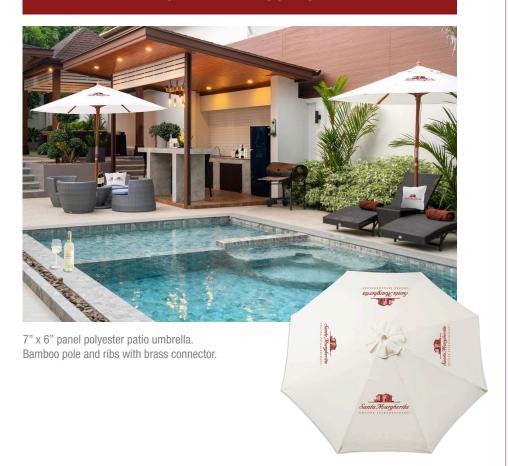
Shelf Talkers - 3" W x 3.75" H

Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.



Neckers- 2.25" W x 4.5" H

Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page. Find our print-ready files at SantaMargheritaUSA.com/trade-resources/santa-margherita/



MEDIA

- Year-Round Trade Media Publications
- Year-Round Consumer Media
- Always-on social media

- Digital programmatic and video
- 00H in key markets

