



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**.

**#1
SELLING**

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+

Landing Page for Sweepstakes Entry

<https://santamargheritawines.com/uncorkextraordinarydestinations>

CONSUMER ENTRY



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.



The sweepstakes 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>

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.



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



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/](http://SantaMargheritaUSA.com/trade-resources/santa-margherita/)

ON TRADE ASSETS



7" x 6" panel polyester patio umbrella.
Bamboo pole and ribs with brass connector.



MEDIA

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


Santa Margherita
UNCORK EXTRAORDINARY.™