

TORRESELLA WINES



A dry, medium-bodied wine framed with crisp acidity, bright citrus, and fresh fruit flavors for a clean, smooth finish. Pairs with shellfish, sushi, salads, and pizza.



A versatile sparkling wine with flavors of fresh peaches, apricots, and green apples, balanced with hints of almonds and white florals. Perfect with any dessert, fresh fruit, and french fries.



A dry, sparkling blend of Glera grapes and Pinot Nero, which creates a unique rosé with notes of peaches, citrus, red berries, and florals, all carried by delightfully frothy bubbles to a clean, lingering finish.

SHELF TALKERS

- 3" W x 3.75" L
(.75" - fold from top)



STILL & SPARKLING CASE SLEEVES

- 1 Sleeve for Pinot Grigio
- 1 Sleeve for Sparkling Wines
- Can pair case sleeves with case cards or with the 2020 Venetian Pole display sets



- Find our print-ready files at SantaMargheritaUSA.com/trade-resources/torresella/

2021 • OFF-PREMISE FLOW

2021 INTRODUCES...

2021 bears an exciting announcement as we welcome the addition of a third wine. With the launch of Prosecco Rosé in mind, we strategically designed a new off-premise confetti creative that adds a touch of pink to everything. Off-premise flow will work across the board to unite our three wines seamlessly from the sales floor to the shelf. It also makes it possible to facilitate a smooth in-store introduction to our newest wine regardless of kick-off timing. From our new shelf-talkers to the three-case stacker sleeves, all 2021 POS will continue our sustainability promise to be 100% recyclable or biodegradable.



- 47.9" W x 36.6" L



- 55.9" W x 37.8" L

TORRESELLA WINES

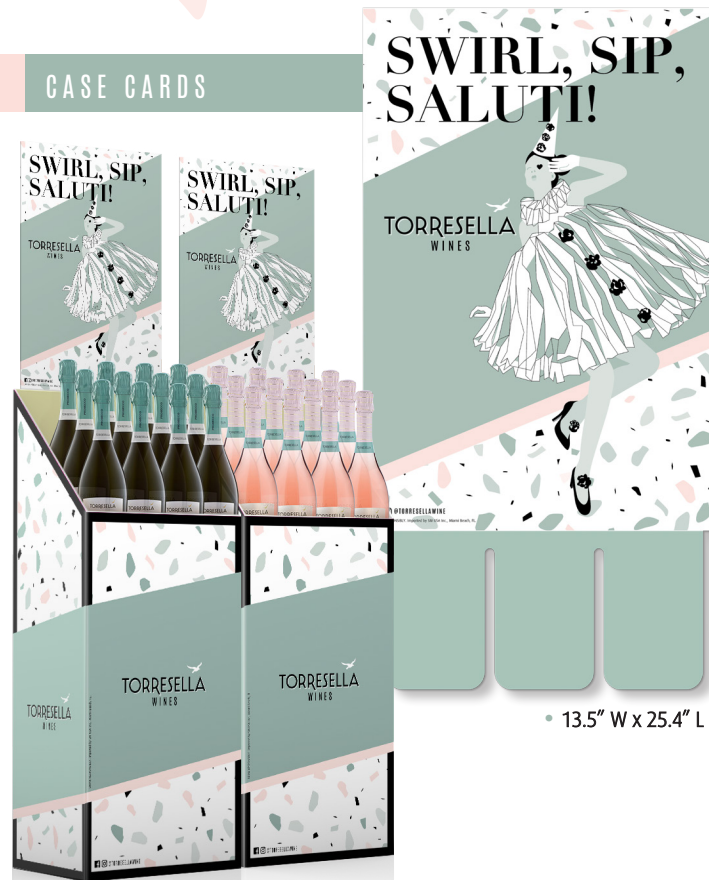
2021 welcomes a fresh look and feel that celebrates Torresella wines under one evergreen tagline: Swirl, Sip, Saluti! These eye-catching POS elements were purposely created without incorporating any bottle shots to give the flexibility of promoting Torresella year-round.

CASE GLORIFIER



• 12" W x 23.5" L
(2" - fold from top)

CASE CARDS



• 13.5" W x 25.4" L

SHELF TALKERS



• 3" W x 3.75" L
(.75" - fold from top)

