

Where ancient meets modern; lush grapevines gently sway between the hillsides of the Italian Alps and the Lagoon of Venice, where the wines of Torresella are born. Torresella strives to inspire Millennial females to live an Italian lifestyle, appreciating the little things in life, driving a direct connection between their social activities and our authentic Venetian wines.

OVERALL BRAND PILLARS

AUTHENTICITY: We use traditional techniques, combined with the best modern innovations, to produce our sustainably farmed wines. This includes a winery that is entirely energy self-sufficient, lightweight packaging to reduce carbon footprint and employing only natural products in our vineyards. The result is an amazingly flavorful wine, with the true taste and personality of Italy.

SOCIABILITY: From authentic Italian gatherings, dinner parties, to leisurely visits to a bar with friends, Torresella embraces the Venetian kind of “ars vivendi,” or a “living art” lifestyle that differentiates the Venetian culture through their century-old traditions. The story of Torresella begins right after WWII, within the Venezia DOC wine region, when the Torresella estate began as a construction of stables, farms and houses for the people who cultivated the land. Our brand continues to show consumers how to bring a Venetian lifestyle to their own lives, with Torresella by their side.

MIXABILITY: Perfect complement for any occasion worthy of toasting, Torresella has created seasonal cocktail recipes and food pairings that bring original recipes from Venice to life. A Millennial-designed recipe booklet, social media digital videos that show how to craft exquisite cocktails, and original craft cocktail/food pairing inspirations on our website all focus on targeting the modern Millennial consumer-mindset.

PROSECCO DOC EXTRA DRY

Pale, straw-colored wine, with an intense aroma of white-fleshed stone fruits, ripe citrus and a smooth, delicate, well-balanced flavor that lingers on the palate.

- GRAPES:** 100% Glera
- PRODUCTION AREA:** Prosecco DOC in NE Italy, just outside of Venice
- PRODUCTION :** Charmat (tank) method.
- LEVEL OF EFFERVESCENCE/PRESSURE:** Spumante/ Fully Sparkling
- ALCOHOL CONTENT:** 11%
- REDISUAL SUGAR:** 14g/L (Extra Dry Style)
- SERVING TEMPERATURE:** 8-10 °C (46-50 °F)
- AGING POTENTIAL:** 2-3 years

PINOT GRIGIO VENEZIA DOC

Straw-yellow in color, it has a delicate aroma of green apples and white flowers. Fresh and exquisitely balanced, the flavor is delicate, with notes of pears, apples, and citrus.

- GRAPES:** 100% Pinot Grigio
- PRODUCTION AREA:** Venezia DOC (Veneto region of Italy)
- PRODUCTION:** Cool-temperature fermentation in stainless steel
- ALCOHOL CONTENT:** 12%
- SERVING TEMPERATURE:** 10-12 °C (50-54 °F)
- AGING POTENTIAL:** 2-3 years

MEDIA

DIGITAL: Partnership with Refinery29 generating holiday editorial, influencer content and co-branded digital assets. **2.2MM Impressions.** In 2019 we will continue the partnership, pushing towards bringing Venetian Carnival to life, in the U.S.

PRINT: Print Ad featured in July *Food & Wine* magazine; issue has close to 1MM impressions.



SOCIAL/DIGITAL

Our social media positions Torresella as the ideal wines for hosting and entertaining by inspiring Millennial consumers with lifestyle posts and how-to content.

VIDEO: Torresella has created several instructional videos, showing our consumer exactly how to craft exquisite cocktails that will surely turn heads at any party or social setting.



#LIVEYOURSTORY



PROMOTIONAL SUPPORT

SWIZL: Torresella is very excited to share that We've been selected as one of the brands to launch a new lifestyle and spirits-specific promotional platform, SWIZL! We will leverage the multichannel consumer-promotional ecosystem to create custom content on their website, social and mobile APP, with several different *state-specific* rebate offers.



PUBLIC RELATIONS

ONLINE INFLUENCER CONTENT: Torresella will use influencers as a way to incentivize the imaginative skills of our consumers. Influencers will challenge them to create their own spritzers during summer, as well as create the perfect party challenge during the holiday season. Our influencers' will go live on our website Spring 2019, as official Torresella brand ambassadors.



YEAR-ROUND WEBSITE TORRESELLAWINES.COM

Our website will feature all new seasonal cocktail and food recipes within the Entertainment tab, this summer. Spring 2019 will launch a Brand Ambassador tab, and a Venetian female history section, building the consumer journey connection to Torressella.

NEW FOOD & COCKTAIL RECIPES



Spinach & Eggs Florentine



Lemon Poppy Seed Pancakes



Fig, Prosciutto & Straciatella Pizza



Polenta Fritta



Watermelon With Feta & Balsamic Glaze



Open-Faced Steak Sandwiches



Chili-Lime Salmon Lettuce Tacos



Venetian-Style Doughnuts



Puttin' On The Spritz



Just Peachy Sangria



Pumpkin-Spiced Cider



Prosecco Berry Zest



Creamsicle Prosecco Floats



Prosecco Plum & Thyme Smash



Sunset Siesta



Bella Bellini

YEAR-ROUND TORRESELLA

Year-round point-of-sale items will be used for on and off-premise retail programming and account visibility.



Print Ad



Summer & Holiday Craft Cocktail & Food Pairings Booklet. 5x7; 16 pages in total



Event Call to Action Social Boards



Fabric Table Runner



Buttons



Hats



Acrylic ice buckets (2017)



Acrylic Tumbler



Custom 3-D Molded Wine Stopper



2-Sided Seasonal Fabric Display
• 1ST SIDE Summer Creative
• 2ND SIDE Holiday Creative



Ice Bag

CREATIVE IS FOR PLACEHOLDER ONLY

ENJOY IN GOOD COMPANY. DRINK RESPONSIBLY.
Imported by SM USA, Miami Beach, FL.