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## Torresella Pinot Grigio 2015

Torresella Winery was founded in 1984 in the Eastern Veneto region of Italy, and recently released its Pinot Grigio 2015.

Bottles are sealed with a stelvin/screwcap and come in packaging designed to be lightweight (glass, cardboard cases) to reduce carbon footprint, the company says. Torresella also recently debuted a new label and logo, meant to reinforce the winery's commitment to the environment and sustainable winemaking practices.

To that point, the winery's power requirements are fulfilled entirely by solar panels, it reports, while its vineyard management and winemaking are both sustainable and follow organic practices.

The Pinot Grigio 2015 is 12% ABV and retails for \$16 per 750-ml. bottle. The wine is available nationally.

The brand's new look and feel will be supported by branded on- and off-premise POS (shelf talkers, case displays, case stackers, ice buckets, bottle stoppers) available to on- and off-premise accounts.

Torresella is part of the Santa Margherita USA portfolio which includes the following Italian wineries: Fattoria Sardi (Lucca, Tuscany), Feudo Zirtari (Sicily), Kettmeir (Alto Adige), Lamole di Lamole (Chianti Classico), Santa Margherita (Alto Adige, Valadige, Chianti Classico), and Sassoregale (Maremma Toscana).

<http://www.beveragedynamics.com/2016/05/20/torresella-pinot-grigio-2015/>

