



TENUTA  
**SASSOREGALE**

## OUR STORY

Sassoregale was born in the rugged Maremma region in the heart of Tuscany. Unspoiled by the modern world, the rolling hills and dense forests of our home are as proud and untamed as they have been for centuries. This land has served as a natural refuge for many animal species, particularly the wild boars that guard the best vineyards.

Tradition and culture run deep in this region, evolving slowly, and with purpose. It is the bold frontier that yields the best and most authentic expressions of Italian food and wine. This is the heritage of Sassoregale Sangiovese: with a full, firm flavor.

Handcrafted with centuries old methods, Sassoregale is civilized and sophisticated without ever losing that wild essence. This unmistakably bold soul comes through in the style, flavor, and spirit of wine drinkers who know and appreciate our wine. Share in the bold soul of Tuscany and savor a glass of Sassoregale.

## KEY SELLING POINTS



### TRADITION

We are proud of where we come from. Our vineyards, nestled in a wild coastal region on the eastern edge of the Ombrone River and the Mediterranean Sea, embody the culture of Tuscany.



### A BOLD SOUL

We are not your typical red of the past. The untamed and varied landscape of our home region produces diverse flavors, giving Sassoregale a depth and personality that do not overstate its easygoing drinkability.



### THE PERFECT PAIRING

Sassoregale is the perfect match for a selection of great cuts of grilled meat, rustic Tuscan-style dishes and slow cooked roasts.

ALWAYS TASTEFUL.  
**NEVER TAMED.** 



## 1ST HALF: JANUARY - JUNE 2016

Sassoregale will deliver on a strong and masculine approach with a branded look, tone and feel that incorporate the essence of our wine. The look is adaptable for use in all channels throughout the year across all consumer communications. Through strategic activations, Sassoregale will come to life as a masculine brand that is associated with great food, style and a boldness that's rooted in the wild heart of Tuscany. **Sassoregale. Always Tasteful. Never Tamed.™**

### MEDIA

Introduce Sassoregale through a content advertorial in the May issue of GQ to tell story of how a GQ insider eats and drinks like a man in his city.

### PARTNERSHIP

Through our media partnership with GQ, Sassoregale will be the official wine at a custom experiential event located at GQ's exclusive brick and mortar space in NYC – The Gent.

### ONLINE

Social Media: Build brand presence and engage consumers with relevant content around food/entertaining tips, amplification of GQ partnership, and utilization of influencers as brand ambassadors.



Promotions: Online sweepstakes will engage consumers for the chance to win culinary items and start summer off with the right tools for entertaining tastefully.

### PR/EVENTS

Sassoregale will be present at key masculine food and wine events around the country.



CHARLESTON  
WINE + FOOD

NATIONAL EVENTS



COCHON U.S. TOUR

### OFF PREMISE

Merchandising & POS will help gain display, incentivize purchase, and drive to online channels.



### ON PREMISE

Activation and support will drive menu placements, awareness & consumption. 1st half elements will coincide with summer entertaining and grilling.



TABLE TENT



USB



WINE OPENER



TASTING CARD



SERVING BOARD



PEPPER MILL



KNIFE SET



RESTAURANT CADDY

