



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.

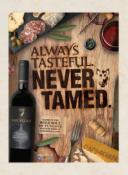


CHARLESTON' WINE + FOOD ATIONAL EVENT

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.





RESTAURANT CADDY