

Sella Antica is a red blend born in Maremma, the land of the *Butteri* – the real-life cowboys from Italy’s Wild West. A kinship of fearless horsemen and women, they uphold their ancestors’ traditions as they have for over 2,000 years. One of these time-honored customs is Tuscan *grigliata* (grilling). We celebrate the Butteri in every glass of Sella Antica. The first half of 2024 will pique consumers’ interest and tastebuds with our “Grill Like The Tuscan Butteri” text-to-win sweepstakes to win an on-the-go WEBER® grill! QR codes to our brand page link to our entry page at [www.usa.sassoregale.com/SellaAnticaGrill](http://www.usa.sassoregale.com/SellaAnticaGrill).



2024 FIRST HALF

## DOUBLE-SIDED CASE CARDS



- 13.5" W x 25.4" H  
(with 6" feet from bottom)



- 10" W x 16" H  
(with 6" feet from bottom)



## TWO-SIDED NECKER

- 2.25" W x 4.5" H  
(1.5" fold from top)



## GLORIFIER

- 12" W x 23.5" H  
(scored 2" from top)





**Sella Antica** (meaning Ancient Saddle) is a full-bodied red wine as rich as the story it celebrates. It is the perfect wine to pair with anything roasted over a fire with its ripe blueberry and blackberry aromas, layers of dark red fruits, spicy oak notes, and velvety tannins that lead you to a smooth and satisfying finish. For the first half of 2024, we partnered with WEBER® to create a cobranded SMOKEY JOE® Portable Grill kit for 250 consumers to have a chance to win from January 1 - June 30, 2024. All states except AL, NH, and PA are eligible to enter.

**To Enter Online:**

- Consumers can scan the QR code on the POS that takes them to our entry landing page at [www.usa.sassoregale.com/SellaAnticaGrill](http://www.usa.sassoregale.com/SellaAnticaGrill).
- Each consumer can then fill out the required information on the online form and confirm they live in a valid state to submit.

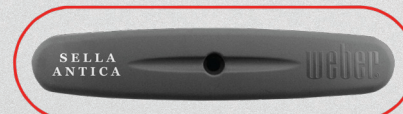
**To Enter by Text:**

- Consumers can text SELLA to 213-394-7460 and follow the directions to verify their age.
- Consumers would then be sent a text with a link to complete the required information form.

**To Enter by Mail:**

- Consumers can mail a form with their name, date of birth, address (no P.O. boxes or APO address), and phone number to “Sella Antica Grill Like the Tuscan Butteri Sweeps,” c/o Beverage Promotions, 20280 N. 59th Ave. Ste 115-550, Glendale, AZ 85308.

**GRILL LIKE  
THE TUSCAN BUTTERI**  
WITH OUR WEBER® SMOKEY JOE®  
PORTABLE GRILL



2024 SWEEPSTAKE

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