

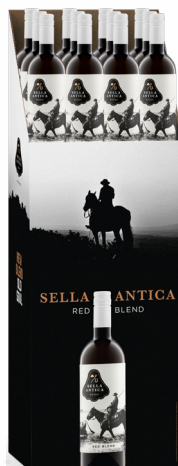
Sella Antica is a bold red blend born in Maremma, the land of the Butteri – the real-life cowboys from Italy’s Wild West. Like the Butteri, who honor their ancestral traditions as they have for over 2,000 years, Sella Antica is expertly blended using centuries-old methods to bring out the fruit-forward expressions of the land. A dominantly Merlot and Cabernet Sauvignon blend makes it a daring new style to traditional red wines in Tuscany. In 2024, our Flow POS will continue using our powerful “New Blend Old Soul” tagline while introducing our new stelvino closure into the design! All QR codes take consumers to discover the brand’s “old soul” on www.usa.sassoregale.com/sellaantica/.



2024 FLOW POS

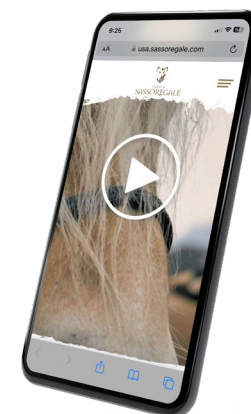
CASE SLEEVE

- 48.7" W x 39" H



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)



GLORIFIER

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



SHELF TALKER

- 3" W x 3.75" H (.75" fold from top)



TASTING CARD

- 4.1" W x 5.8" H



Sella Antica (meaning Ancient Saddle) was born as a homage to the Butteri: a kinship of some of Italy's most skilled and fearless horsemen and women. We highlight their history on every label, which beautifully wraps a vintage photo of a Buttero around the bottle. Here, we can glimpse one of their ancient traditions of herding the long-horned Maremmana cattle through Tuscany's wild terrain.

In 2024, Sella Antica toasts its easygoing drinkability with its new stelvin closure! We welcome you to try a red wine that tastes as rich as the story it celebrates.



2024 FLOW POS

TASTING NOTES

- **Sella Antica is a full-bodied wine with ripe blueberry and blackberry aromas, hints of vanilla, cooked plums, cocoa, and notes of black pepper.**
- **On the palate, it is dynamic. Layers of dark fruit flavors, chocolate, and spicy oak, framed by soft tannins, lead you to a smooth and satisfying finish.**

