



## UNCORK AN EXTRAORDINARY SUMMER

This summer, Santa Margherita brings you iconic Point of Sale elements to drive awareness and sales during a key selling season.

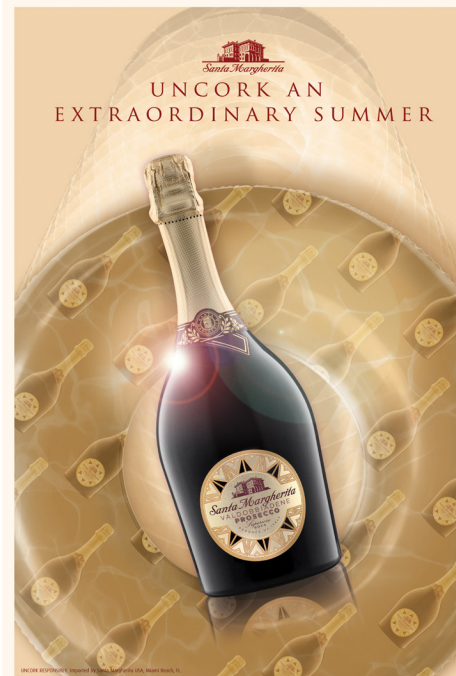
Our Pinot Grigio is celebrating its 60th Anniversary as a leader in the premium wine industry, and we are proud to consistently earn our place as the #1 imported wine brand over \$15 in the United States.

**#1  
SELLING**

### UNIQUE SELLING POINTS

- ★ **Santa Margherita brand** is the #1 selling imported brand over \$15\*
- ★ Santa Margherita **Pinot Grigio** is the #1 selling white wine over \$15\*
- ★ Santa Margherita **Pinot Grigio** is the #1 selling table wine above \$20\*
- ★ Santa Margherita **Pinot Grigio** is the #1 selling 750ml Pinot Grigio\*
- ★ **Prosecco Superiore** is the #1 selling Prosecco over \$20/ bottle
- ★ **Prosecco** is driving growth of the Sparkling Wine category, with 34% growth\*

\*Nielsen Total FDL – Dollar Sales – 52 Weeks ending 3/27/2021



Case Cards - 13.53" x 25.44"

## MEDIA

- Year-Round Trade Media Publications Digital and Print:
  - *Wine Spectator*
  - *Wine Enthusiast*
  - *Shaken News Daily*
  - *Market Watch*
- Year-Round Consumer Media
  - *Travel & Leisure*
  - *Food & Wine*
- Always-on social media
- Digital programmatic and video
- E-Commerce integration
- OOH media in key markets: CA, FL, TX, NY, IL, MA  
Double-Decker Buses and Trolleys



Display Enhancers: Umbrellas and Beach Chairs

## AVAILABLE ASSETS



### Case Sleeves

- PG/CRR: 47.9" L x 36.6" H
- PRO/SRO 46.1" L x 33" H
- 1 single design throughout the year (to be used with T1-T2-T3).



Glorifiers - 12" x 23.5"

Find our print-ready files at [SantaMargheritaUSA.com/trade-resources/santa-margherita/](http://SantaMargheritaUSA.com/trade-resources/santa-margherita/)





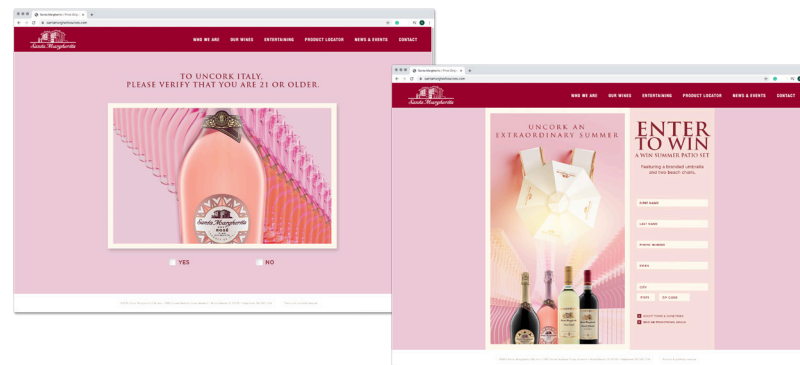
# Santa Margherita

UNCORK EXTRAORDINARY.™



## UNCORK AN EXTRAORDINARY SUMMER

We are launching an exciting seasonal sweepstakes with 42 finalists, offering consumers the opportunity to win a customized Santa Margherita Summer Patio Set featuring one branded umbrella and two premium beach chairs.



Landing Page for Sweepstakes Entry

### CONSUMER ENTRY

Consumers\*\* will enter for a chance to win the SM Patio Set via a QR code or a unique link:

**[www.santamargheritawines.com/SummerGiveaway](http://www.santamargheritawines.com/SummerGiveaway)**, which will be promoted on the brand's POS, website and social media.

Sweepstakes will run from **June 1 through July 31, 2021**. Once the time has passed, winners will be selected at random and receive their prizes within a month of notification.

**\*\*DISCLAIMER:** Open to 7 states only (CA, AZ, OR, WA, NY, IL, VA). Please visit our Terms & Conditions for further details on the program and local legalities.



Neckers - 2.25" x 4.5"