



## 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.

Santa Margherita has been a leader in the premium wine industry for over 30 years, and we are proud to consistently earn our place as the **#1 imported luxury wine brand over \$20 in the United States.**

**#1**  
SELLING

### UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 imported luxury wine over \$20\*
- ★ Santa Margherita Pinot Grigio is the #1 Italian wine\*
- ★ Santa Margherita Prosecco Superiore is the #1 selling Prosecco over \$20/bottle\*
- ★ Santa Margherita Sparkling Rosé is the #1 Italian luxury sparkling rosé wine over \$20\*
- ★ Santa Margherita Chianti Classico Riserva is the #2 Chianti Classico Riserva\* and the #3 Italian luxury wine over \$20\*

\*Nielsen 52 weeks TTL US Food/Drug Liquors 1/29/22



Case Sleeves:

- Still wines: 47.9" W x 36.6" H - Sparkling wines: 46.1" W x 33" H  
One single design throughout the year (to be used with T1-T2-T3).



Case Cards: 13.53" W x 25.44" H

**MEDIA**

- Year-Round Trade Media Publications
  - Digital and Print:
    - *Wine Spectator*
    - *Wine Enthusiast*
    - *Shanken 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
  - *Double-Decker Buses and Trolleys*



Outdoor umbrellas for pool and patio takeovers as well as off-trade floor displays.

**AVAILABLE ASSETS**

Case Sleeves  
 - Still wines:  
 47.9" W x 36.6" H  
 - Sparkling wines:  
 46.1" W x 33" H  
 1 single design  
 throughout the  
 year (to be used  
 with T1-T2-T3).



Glorifiers:  
 12" W x 23.5" H



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






# UNCORK AN EXTRAORDINARY SUMMER


We are launching an exciting seasonal sweepstakes with 200 finalists, offering consumers the opportunity to win a customized Santa Margherita branded floatie or Alessi Chiringuito wine holder.



## CONSUMER ENTRY

 Consumers\*\* will enter for a chance to win the Santa Margherita branded floatie or Alessi Chiringuito wine holder 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.

 The sweepstakes will run from **May 1 through August 15, 2022**. Once it ends, winners will be selected at random and will receive their prizes within a month of notification.

\*\*DISCLAIMER: Please visit our Terms & Conditions for more details on the program and local legalities.

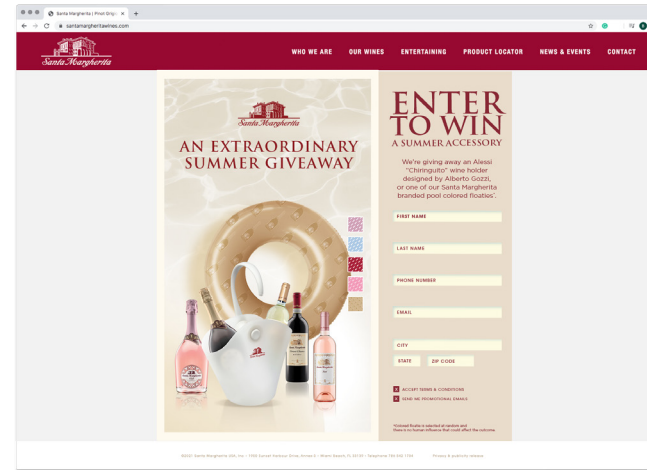


Case Cards: 13.53" W x 25.44" H

## T2 - SWEEPS



Neckers:  
2.25" W x 4.5" H



Landing Page for  
Sweepstakes Entry

## AVAILABLE ASSETS

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12" W x 23.5" H



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