



Spirit of the Untamed

Sassoregale's certified organically farmed vineyards come from Italy's Wild West, the Tuscan Maremma, between Bolgheri and the famous hills of Montalcino. Over 150,000 wild boars, known as "Cinghiale," and local cowboys called "butteri" still roam in this area. Our 2023 off-premise flow highlights our adventurous persona and includes QR codes that drive to our website's product page.



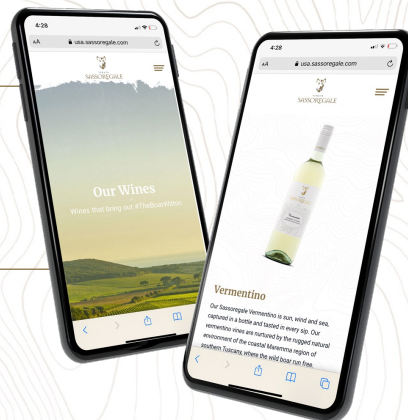
Shelf Talkers with Adhesive Strip

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



Cold Box Cling

3" W x 5" H
100% recyclable, repositionable, and reusable materials.



2023 FIRST HALF SELL SHEET

Find us on social
@SASSOREGALEWINE



Year-Round Case Sleeve

48.7" W x 39" H
Sleeves hold 3 cases and fit both varietals.



Double-Sided Neckers

2.25" W x 4.5" H



Find our print-ready files at
SantaMargheritaUSA.com/trade-resources/sassoregale

ADVENTURE IS CALLING

Life is an adventure, and we want to create opportunities for consumers to get out there and savor it. The first half of 2023 will launch our "Adventure is Calling" hunt. Our varietal-specific case glorifiers and case cards host coordinates to two of the most beautiful spots in the US and a QR code leading to "The Hunt" landing page with the locations, the sweepstakes entry instructions, prizes, and the Google Earth link to track them down.

Step 1: Scan the QR code on the POS to the dedicated landing page.

Step 2: Explore the destination via Google Earth.

Step 3: Visit the destination in person and share your experience on Instagram via a photo or video tagging @SassoregaleWine.

Step 4: A winner will be selected at random.



**Cannon Beach,
West Coast:**
(45°53'07" N –
123° 58' 507" W)



**Double-sided
Case Cards**
13.5" W x 25.4" H



**Mammoth Cave,
East Coast:**
(37° 11'09" N –
86° 06' 02" W)



**Glorifiers with
Adhesive Strips**
12" W x 23.5" H
(2" fold from top)

