

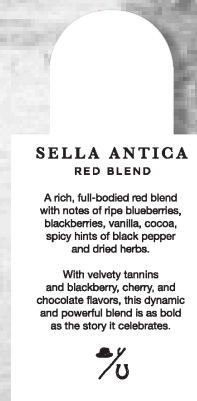
Sella Antica is a red blend born to roam with the *butteri* – the real-life cowboys from Italy's own wild west. A kinship of fearless horsemen and women, the butteri uphold their forebears' tradition of herding the long-horned Maremmana cattle through Tuscany's wild terrain. Bound by honor and integrity, they have preserved their ancestral homeland and beasts for over 2,000 years.

In 2022, Sella Antica will bring the story of the butteri to the off-premise, leveraging a QR code to a one-minute brand video on all print POS. From the sales floor to the shelf, all POS will bring the intrigue of the butteri to life.



2022 OFF-PREMISE

FLOW
POS



**Shelf Talkers
with Adhesive Strip**
3" W x 3.75" L (.75" fold)

**Case Glorifiers
with Adhesives**
12" W x 23.5" L (2" fold)

**Two-sided Neckers
with Tasting Notes**
2.25" W x 4.5" L

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

The *butteri* badge of honor is their horses' breast-collar medallion, handmade from the same leather as each rider's saddle. It is from this saddle that *Sella Antica* (Ancient Saddle) gets its name. Like the butteri who call this home, Sella Antica winemakers share a bond with nature, developed through the generations and fortified by dedication to their craft. This wine brings out the fruit-forward expressions of the land and tastes as rich as the story it celebrates.

Masterfully blended with the American consumer's palate in mind, Sella Antica will showcase its easygoing drinkability and endless pairing potentials through in-store tastings.



2022 OFF-PREMISE

IN-STORE TASTING GIVEAWAYS



Double-Sided Tasting Cards
4.1" W x 5.8" L



Antique Brass Key Chain
1.99" W x 2" L

SELLA ANTICA

A dominantly Merlot and Cabernet Sauvignon red blend with layers of dark red fruits, spicy oak notes, and velvety tannins, that lead you to a smooth and satisfying finish.

