



UNCORK AN EXTRAORDINARY HOLIDAY

This holiday season, we invite you to create extraordinary moments with Santa Margherita.

We'll bring our effortless Santa Margherita elegance to life for large case displays and festive themes to inspire the enjoyment and gifting of our wines with friends and family.

For gifting occasions, we've created a stunning tin for each of our featured wines. Consumers can enjoy collecting and sharing all five over the holiday season.



2022 Collectible Gift Tins - Still Wines: 3.9" W x 13.4" H x 3.7" D - Sparkling Wines: 3.9" W x 13.4" H x 4.5"



Case Cards - 13.53" W x 25.44" H

#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*
- ★ 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 #2 Italian Luxury wine over \$15*

*Nielsen 52 weeks TTL US Food/Drug Liquors 05/21/22

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*



Glorifiers - 12" W x 23.5" H

AVAILABLE ASSETS



2022 Collectible Gift Tins Shippers - Still Wines: 12"W x 14.2"H - Sparkling Wines: 9.3"W x 14.2" H"

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



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).