



# UNCORK EXTRAORDINARY

Santa Margherita has maintained its position as **leader in the premium wine industry for more than three decades**. We take pride in our consistent ranking as **the #1 imported luxury wine brand over \$20 in the United States\***.

Our commitment to excellence is reflected in our year-round program offerings, designed to ensure that Santa Margherita remains a top choice for consumers.



## UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 luxury Italian wine\*
- ★ Santa Margherita Pinot Grigio is the #1 imported luxury wine over \$20\*
- ★ 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 Rosé is the #1 Italian luxury Rosé wine over \$20\*, and the #5 imported Rosé over \$20\*\*
- ★ Santa Margherita Chianti Classico Riserva is the #2 Chianti Classico Riserva\* and the #3 Italian luxury wine over \$20\*

\*Nielsen value 52 weeks, 8/12/2023. Italian wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+

\*\*Nielsen value 52 weeks, 8/12/2023. Rosé Still Wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+



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



Double-sided Case Cards – 13.53" W x 25.44" H  
Designed to be used throughout the year (T1-T2-T3). Each QR code leads the consumer to varietal landing page.



Shelf Talkers - 3" W x 3.75" H

Designed to be used throughout the year (T1-T2-T3).  
Each QR code leads the consumer to varietal landing page.



Neckers - 2.25" W x 4.5" H

Designed to be used throughout the year (T1-T2-T3).  
Each QR code leads the consumer to varietal landing page.



Cold Door Clings - 3" W x 5" H

Designed to be used throughout the year (T1-T2-T3).  
Each QR code leads the consumer to varietal landing page.



Case Glorifiers - 12" W x 23.5" H

Designed to be used throughout the year (T1-T2-T3). Each QR code leads the consumer to varietal landing page.

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

## MEDIA

- Year-Round Trade & Consumer Media Publications
- Year-Round Consumer Media
- Always-on social media
- Digital programmatic and video
- OOH in key markets