



Santa Margherita

UNCORK EXTRAORDINARY.™



Alessi Wine Rack

AN EXTRAORDINARY ITALIAN GIVEAWAY

Santa Margherita is launching a national sweepstakes that will offer consumers an opportunity to win a limited-edition Santa Margherita-branded Alessi piece.

2,948 consumers will win an iconic **Alessi “Noè” wine rack** designed by **Giulio Laccetti**.

#1
SELLING

CONSUMER ENTRY



Consumers** can enter for a chance to win this Alessi wine rack via a unique link:

www.santamargheritawines.com/AlessiGiveaway, which will be promoted on the brand’s POS, website and social media.



Sweepstakes will last from **January 1 to April 30, 2022**.

At the end of the entry period, winners will be selected at random and will receive their prizes within a month of notification.

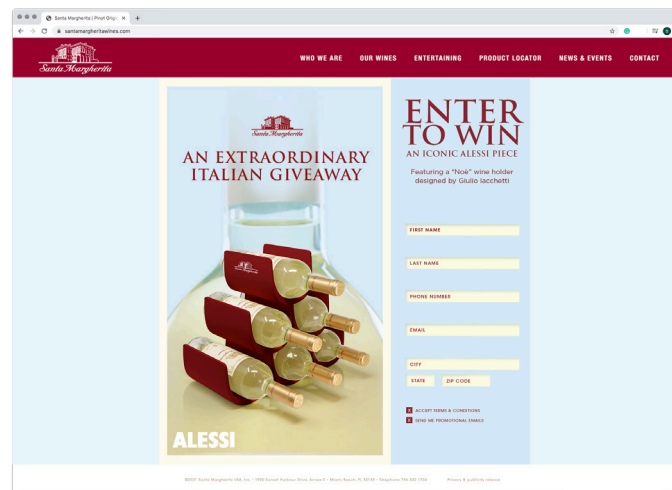
**DISCLAIMER: Certain states are excluded from participating in national sweepstakes according to local laws. Please visit our Terms & Conditions to confirm eligibility. <https://santamargheritawines.com/AlessiTermsandConditions>

UNIQUE SELLING POINTS

- ★ #1 Imported Luxury Wine over \$20*
- ★ #1 Italian Wine*
- ★ #1 Imported White Wine above \$15*
- ★ #1 White Wine above \$15*

*Nielsen value 52 weeks TTL US food/drugs liquors 07/17/2021

T1-SWEEPS - OFF PREMISE



Landing Page for Sweepstakes Entry
<https://santamargheritawines.com/AlessiGiveaway/>

AVAILABLE ASSETS

QR code leads to the landing page for the sweepstakes entry.



Neckers
 2.25" L x 4.5" H



Case Cards
 13.53" L x 25.44" H



Case Sleeve Available from Flow
 47.9" L x 36.6" H



Glorifiers
 12" L x 23.5" H

MEDIA

- Always-on social media
- Digital programmatic and video

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

