



SASSOREGALE

Purchased in 2002, Sassoregale is an estate of 94 acres located in Italy's Wild Wild West: the Tuscan Maremma. Our certified organically farmed vineyards (ACCREIDIA) are in an area where local cowboys called "butteri" and wild boars, known as "Cinghiale," roam. This Tuscan Cinghiale is our brand emblem – and represents our bold and untamed soul.

NEW IN 2020

FLOW ON-PREMISE

T2 On-Premise POS will build account momentum by delivering key tools & niche games.



Duo-Lever™ Wine Keys
(Arriving from Italy April)

FLOW OFF-PREMISE

New, year-round Off-Premise POS combines our rugged Tuscan roots with the modern concrete jungle of today.



Print-Ready Shelf Talkers
Sangiovese - Vermentino



Wooden Tabletop Cornhole
Game (Arriving June)



Giant Wooden Jenga Game
(Arriving June)



Case Cards & Case Sleeves
(4 cases per sleeve)



SASSOREGALE

CELEBRATE AMERICA'S
FAVORITE PASTIME AND
"SPICE IT UP"
WITH A SANGIOVESE-SPECIFIC BBQ RUB!

Just in time for Memorial Day Weekend, our Sangiovese-filled summer will "Spice It Up" at key retail stores with our Beef and Burger BBQ VAP!

Our domestically merchandised spice neckers will have dedicated case cards to emphasize VAP program. These will work in conjunction with our flow case sleeves and shelf talkers to create an "endless summer" of display possibilities.



Sangiovese
Spice Rub VAP



Sangiovese Case Cards



Sangiovese Flow Case
Sleeve and T2 Case Card