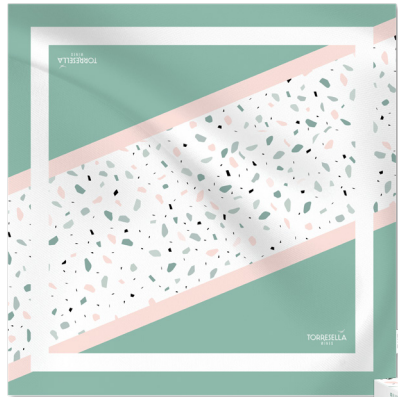


# TORRESELLA WINES

## BIODEGRADABLE GIFT SCARVES



- New 30" x 30" scarves are made from 100% rPET, certified by the Global Recycled Standard (GRS).
- 1 scarf and VAP box design works on all wines.
- A QR code on the care tag and VAP box leads to an interactive page.



## 2022 • OFF-PREMISE T3

We continue our eco-friendly alternative to traditional wrapping paper this holiday season with the "Sustainability Is Always in Style" scarf VAP. This year's silk-like scarf is made from 100% recycled PET water bottles and comes packed inside our new VAP box, designed to slide through the bottleneck of all three wines. Our 2022 program will launch two flexible execution options intended for off-premise. Accounts will either receive the scarf VAPs pre-packed six on 12 in our Prosecco DOC cases from Italy or in VAP box cartons of 70 scarves for local merchandising.



LOCALLY MERCHANDISED PROSECCO ROSÉ AND PINOT GRIGIO CASES



PROSECCO GIFT WRAP SCARF VAP CASE

- 12.6" H x 11.2" W x 15" L
- UPC Code: 632987060755
- New SCC Code: 10632987200950
- Distributor Item Code:

# TORRESELLA WINES

Our “Sustainability Is Always In Style” print POS leverages a universal creative design that works seamlessly across all three wines. A QR code on our T3 POS and scarf VAPs will take consumers to an interactive landing page which demonstrates the many ways to convert the scarf into chic fashion accessories and gift wrap for the wines.

## AVAILABLE ASSETS



- Double-Sided Case Card
- 13.5" W x 25.4" H



- Case Glorifier
- 12" W x 23.5" H (2"- fold from top)



- [www.torressellawines.com/sustainablescarf/](http://www.torressellawines.com/sustainablescarf/)