



UNCORK EXTRAORDINARY JOY

This holiday season, Santa Margherita invites you to elevate your festivities in-store with iconic point-of-sale elements designed to enhance awareness and drive sales during this key selling period. We'll bring our Santa Margherita elegance and style to life with large case displays and festive themes to inspire the enjoyment of our wines with friends and family.

For gifting occasions, we've created a stunning tin for our Santa Margherita Prosecco Superiore highlighting a gorgeous Texas cityscape. Additionally, our beautiful holiday gift tags will effortlessly elevate the gifting experience, making Santa Margherita wines the perfect choice for any occasion.

Santa Margherita has been a leader in the premium wine industry for over 30 years, and we are proud to consistently earn our place as the **#1 imported, luxury Italian wine brand** over \$20 in the United States*.



Case Glorifiers - 12" W x 23.5" H

Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.

UNCORK YOUR EXTRAORDINARY TEXAS



#1
SELLING

UNIQUE SELLING POINTS

- Santa Margherita Pinot Grigio is the **#1 luxury Italian wine***
- Santa Margherita Pinot Grigio is the **#1 imported, luxury Italian 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 **#4 Imported Luxury Rosé****.
- Santa Margherita Chianti Classico Riserva is the **#2 Chianti Classico Riserva*** and the **#3 Italian luxury wine over \$20***

*Nielsen value 52 weeks, 5/18/2024. Italian wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+

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T3 OFF PREMISE



Family Display:
44" W x 34" D x 82"H

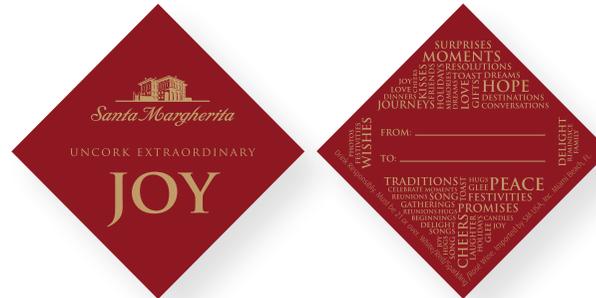
Also introduced this season: an exciting new display concept to help us gain visibility in unique points of sale. The Santa Margherita Family Display features all five varietals and a battery-powered light box header with the Santa Margherita USA logo. The visual side panels will provide the flexibility to turn the display into a multi-brand unit in the future.

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

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Santa Margherita
UNCORK EXTRAORDINARY™



Holiday Gift Tag - 2.42" W x 2.42"H



Neckers- 2.25" W x 4.5" H
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Shelf Talkers - 3" W x 3.75" h
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MEDIA

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



Double Sided Case Cards - 13.53" W x 25.44" H
Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.