



UNCORK EXTRAORDINARY

Santa Margherita has maintained its position as leader in the premium wine industry for more than five 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.

#1
SELLING

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 #4 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, 7/13/2024. Italian wine imports. 750 ML. TOTAL US XAOC + LIQUOR OPEN STATE, \$20+

**Nielsen value 52 weeks, 7/13/2024. Rosé Still Wine imports. 750 ML. TOTAL US XAOC + LIQUOR OPEN STATE, \$20+



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

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

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





Shelf Talkers - 3" W x 3.75" H

Design 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

Design 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

Design 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

Design 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/

MEDIA

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

