



Santa Margherita Wines Announces "For Who You Are" Advertising Campaign *Next Chapter of Iconic Brand's Story Unfolds*

MIAMI, Feb. 16, 2016 /PRNewswire/ -- Santa Margherita Wines announces today the launch of its new advertising campaign, "For Who You Are." This is the first campaign for Santa Margherita Wines as part of new U.S. importer Santa Margherita USA Inc. "For Who You Are" will feature television, print and digital advertising, kicking off a new creative approach with an intimate look at the Santa Margherita brand.

The iconic brand engaged CP+B Miami to collaborate on the new direction, broadening Santa Margherita's appeal to a new generation of wine drinkers, while remaining true to a premium legacy that continues to resonate with its core consumers. The campaign will be Santa Margherita's biggest spend in television to date.

"For Who You Are" highlights the brand's principal values of provenance, character and craftsmanship, bringing to life the shared values that connect people to the stories behind every bottle of Santa Margherita. The television spot, directed by Jacob Rosenberg at the Santa Margherita vineyards in Italy, invites consumers on the parallel journeys of a young artist and a bottle of wine. From birth and the sprouting of a grapevine, the ad celebrates the determination and dedication that leads to the full potential of both the artist and the wine.

"It's the story of hard work and dedication that shows how striving for becoming who you want to be pays off in the end," said Gustavo Sarkis, Executive Creative Director for CP+B. "'For Who You Are' resonates with anyone that has a goal set for life."

"With the addition of Santa Margherita Wines to the Santa Margherita USA Inc. portfolio this year, we are excited to now share a more personal side of the brand with consumers," said Mark Lyle, Vice President of Marketing for Santa Margherita USA Inc. "The launch of this campaign reveals the new direction of our positioning, allowing consumers a glimpse into the passion and dedication we pour into our wines, and celebrating those same values that enrich our consumers' own stories."

The television spot will run nationally on various cable networks and will be supported by print and digital, with ads running in various consumer and trade publications throughout 2016.

About Santa Margherita

Founded in 1935, Santa Margherita is a world-renowned Italian winery that prides itself in its deep rooted values of provenance, character and craftsmanship. Headquartered in Veneto for the past 80 years, Santa Margherita has grown into one of the most sought after wine brands in the world.

In line with Santa Margherita's dedication to crafting one of a kind wines, the brand seeks to encourage consumers to be true to themselves and enjoy life's moments with the people they care about most. Santa Margherita is committed to making a premium, top quality wine that complements consumers' lives and enriches their stories. A wine made for who they are.

Santa Margherita represents some of the most prestigious, family-owned properties within three established growing regions of Italy: The Adige Valley, The Hills of Conegliano-Valdobbiadene and the Chianti Classico Zone. With a focus on taste and versatility, each property features winemakers dedicated to producing the highest quality wines that stay true to classic Italian traditions. The full portfolio is available in 85 countries and is comprised of Pinot Grigio Alto Adige and Valdadige, Chianti Classico Riserva and Prosecco Superiore, with its Pinot Grigio being one of the most requested imported wines in U.S. fine dining restaurants for many years.

About CP+B

CP+B, a member of the MDC Partners network, has a client list that includes Infiniti, Domino's, Kraft Heinz, PayPal, American Airlines, Santa Margherita USA, Charles Schwab, Fruit of the Loom and Hotels.com. CP+B's employees collaborate across nine global offices in Boulder, Miami, Los Angeles, London, São Paulo, Gothenburg, Copenhagen, Stockholm and Hong Kong. The agency is one of the most-awarded in the world, having been named "Agency of the Decade" by Advertising Age and "Agency of the Year" 13 times in the trade press. No other agency has won more Grand Prix awards at the Cannes Lions International Advertising Festival in the past 15 years than CP+B, and they are the only agency to have won the Titanium Grand Prix three times. www.cpbgroup.com

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