



TORRESELLA



PROSECCO DOC
EXTRA DRY

• UPC CODE:
632987060755

PINOT GRIGIO
VENEZIA DOC

• UPC CODE:
632987120251

PROSECCO ROSÉ
DOC BRUT

• UPC CODE:
632987060786



NEW PACKAGING LAUNCH

- From 2016 to 2019 and 2021 through today, Torresella has had consistent double-digit growth each year.
- In 2023, our SQNPI-certified sustainable wines donated \$15,000 to Oceanic Global and Arbor Day Foundation.
- In 2024, we became one of **Impact's Hot Prospects!**
- We are excited to unveil our newly designed packaging, featuring fresh, modern labels and cases.
- The labels' curved lines illustrate an aerial view of our iconic Venetian sandbars and the sea, representing our commitment to sustainability and preserving our biodiversity.





2025 PLAN ON A PAGE

We will walk our sustainability talk with our 100% recyclable or biodegradable POS.

T1: JANUARY - APRIL

T2: MAY - AUGUST

T3: SEPTEMBER - DECEMBER

ALWAYS ON SOCIAL & WEBSITE PROMOTION



Website refresh

We Care storytelling & new recipes

Travel Set Sweepstakes landing page & new custom content

OFF PREMISE FLOW/FIRST HALF

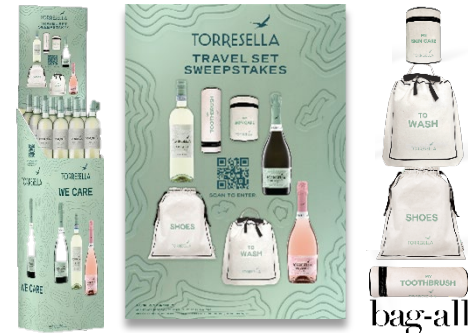
WE CARE



Case sleeves, standard and compact case cards, case glorifiers, shelf talkers, and double-sided neckers.

OFF PREMISE SECOND HALF

TRAVEL SET SWEEPSTAKES



Case sleeves, standard and compact case cards, and case glorifiers.

ON PREMISE FLOW: ICE BUCKETS AND BOTTLE STOPPERS



**PINOT GRIGIO
VENEZIA DOC**

- **UPC CODE:**
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- **SCC CODE:**
10632987120258



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- **SCC CODE:**
10632987060752



**PROSECCO ROSÉ
DOC BRUT**

- **UPC CODE:**
632987060786
- **SCC CODE:**
10632987060783