



Santa Margherita

UNCORK EXTRAORDINARY.™



UNCORK AN EXTRAORDINARY ITALIAN GIVEAWAY

CONSUMER ENTRY



Consumers can enter for a chance to win a set of four Italian plates handmade by Mod Ceramics Italy via a unique link: www.santamargheritawines.com/wine/pinot-grigio/italiangiveaway, which will be promoted on brand POS, our website, and social media.



The sweepstakes will last from **January 1st to April 30th, 2025**. At the end of the entry period, winners will be selected at random and will receive their prizes within a month of notification.

**DISCLAIMER: Certain states are excluded from participating in national sweepstakes according to local laws. Please visit our Terms & Conditions to confirm eligibility. <https://santamargheritawines.com/AlessiTermsandConditions>

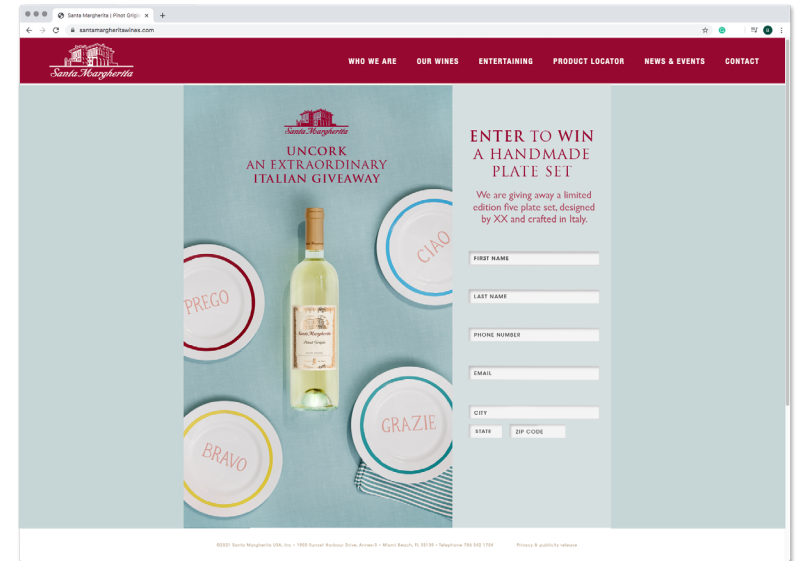
**#1
SELLING**

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 Rosé is the #1 Italian luxury Rosé wine over \$20*, and the #4 imported Rosé over \$20****

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

T1-SWEEPS-OFF PREMISE



Landing Page for Sweepstakes Entry
www.santamargheritawines.com/wine/pinot-grigio/italiangiveaway

AVAILABLE POS

Design to be used throughout T1. Each QR code leads the consumer to sweepstakes entry page.



Neckers
 2.25" W x 4.5" H



Shelf Talkers
 3" W x 3.75" h



Double Sided Case Cards
 13.53" W x 25.44" H



Case Glorifiers
 12" W x 23.5" H

MEDIA

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

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