



TORRESELLA

ALWAYS IN GOOD COMPANY

EXCITEMENT IN SUMMER 2016

Between the water and the mountains of Northeastern Italy, there is an area called Eastern Veneto. This is where the Torresella vineyards are located, and where our flavorful Pinot Grigio and Prosecco wines are produced. We always follow Italian oenological tradition, reinforcing our status as an authentic Italian wine.

However, change is coming for Torresella this summer. We are changing who we talk to as a brand - Millennials. To connect with this group, we've upgraded our packaging to bring a more exciting and premium look and feel to our label and bottle. We have also developed a more contemporary look and messaging to connect with our millennial consumer. However, we haven't lost the essence of what we stand for, as an authentic Italian wine from Veneto. Always fresh, always carefree, and **ALWAYS IN GOOD COMPANY.**

KEY SELLING POINTS

Authentic Italian Heritage

We use the finest traditional techniques combined with the best advantages of today's innovations. The result is amazingly flavorful and unmistakable wine, with the true taste and personality of Italy.

Perfect for Sharing

For afternoon picnics with bread and cheeses, dinner parties with delicious appetizers, light bites, or anytime you are with a group; Torresella wines are made to pair perfectly with good company.

Environmental Sustainability

Our wines are born in the beautiful countryside between the mountains, the rivers, and the shore, so loving and appreciating a healthy environment is in our heart. We run our vineyards and produce our wines with this commitment as our guide, leveraging solar panels, sustainable packaging practices, and employing modern farming and irrigation systems to reduce our environmental impact.



ACTIVATION

Throughout the summer, 360° touch points will communicate the new brand strategy and positioning, **ALWAYS IN GOOD COMPANY.**

Media

Introduce Torresella through two full-page print ads in May publications.



bon appétit

WINEENTHUSIAST

PR/Events

Connect with our Millennial consumer through participation in tasting events in key markets.

bon appétit
GRUB CRAWL

WINE RIOT

Online

Social Media: Build social brand presence initially on Facebook, Twitter and Instagram through branded content that is relevant to our consumer and ladders up to the brand platform. Amplify our messaging through the use of influencers and paid support on Facebook.



Website: We will be launching a new brand site to deliver a responsive, contemporary, rich brand experience that embodies our new positioning and look, without forgetting about our authentic Italian heritage.

Off Premise

Point of sale items will help gain display and incentivize purchase.



Case Card



3 Case Stacker

On Premise

Activation and support will drive menu placements, awareness & consumption.



Umbrella



Ice Bag



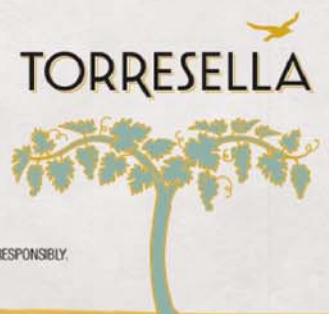
Bottle Stopper



Acrylic Bucket



Necker



ENJOY GOOD COMPANY. DRINK RESPONSIBLY.
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