



UNCORK EXTRAORDINARY JOY

This holiday season, Santa Margherita brings you iconic point-of-sale elements to drive awareness and sales during a key selling period.

We'll bring our Santa Margherita elegance and style to life with large case displays and festive themes to inspire the enjoyment of our wines with friends and family. We will also feature a beautiful holiday gift tag making Santa Margherita wines an even more effortless gift.

Santa Margherita Pinot Grigio has been a leader in the premium wine industry for over 30 years, and we are proud to consistently earn our place as the #1 imported, luxury Italian wine brand over \$20 in the United States.



Holiday Visual Creative



Holiday Gift Card Creative



Holiday Gift Tag – 2.2981" W x 2.2981" H

Design to be used throughout T3. Gift Tag to be merchandised at the point of purchase.

#1
SELLING

UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 imported, luxury Italian 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*
- ★ Santa Margherita Chianti Classico Riserva is the #3 Chianti Classico Riserva* and the #4 Italian luxury wine over \$20*

*Nielsen value 52 weeks, 4/22/2023. Italian wine imports.
750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+

MEDIA

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



Double Sided Case Cards - 13.53" W x 25.44" H

Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.

T3 – OFF PREMISE



Case Glorifiers - 12" W x 23.5" H

Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.

AVAILABLE ASSETS



Neckers- 2.25" W x 4.5" H

Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.

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



Shelf Talkers - 3" W x 3.75" H

Design to be used throughout T3. Each QR code leads the consumer to varietal landing page.