

Sella Antica is a red blend born in Maremma, the land of the *butteri* – the real-life cowboys from Italy’s wild west. A kinship of fearless horsemen and women, they uphold their forebears’ traditions, preserving the land and beasts as they have for over 2,000 years. Their badge of honor is their horse’s breast-collar medallion, handmade from the same leather as each rider’s saddle. It is from this saddle that Sella Antica (Ancient Saddle) gets its name. Like the *Butteri*, Sella Antica is expertly blended using centuries-old methods, yet is dominantly Merlot and Cabernet Sauvignon, creating a daring new style of red wine unlike those traditional to Tuscany. The result is a red blend that brings out the fruit-forward expressions of the land that tastes as rich as the story it celebrates.



2023 SECOND HALF



CASE CARD

- 13.5" W x 25.4" H (.75" fold from top)
- Case cards work seamlessly with case sleeves



GLORIFIER

- 12" W x 23.5" H (scored 2" from top)



SHELF TALKER

- 3" W x 3.75" H (.75" fold from top)



The year’s second half welcomes our “Smooth Blend, Wild Spirit” tagline on all print POS. A new QR code takes consumers trotting through Sella Antica’s Tuscany on its landing page, adding traditional *Butteri* recipes & stories along the way. <https://www.usa.sassoregale.com/sellaantica/>



We celebrate the Butteri in every glass of Sella Antica. This red blend with ripe blue and blackberry aromas, hints of vanilla, and layers of dark fruit flavors, chocolate, and spicy oak make it the perfect pair to anything roasted over a fire. This summer, we bring the taste of Tuscany to you with the launch of our first text-to-win sweepstakes! From July 1, 2023, to November 30, 2023, fifty (50) consumers will have the chance to “Grill Like The Butteri” and win their own Tuscan campfire grill.



2023 SECOND HALF

To Enter Online:

1. Scan the QR code on the necker or visit www.GrillLikeTheButteriSweepstakes.com.
2. Confirm your age and state of residence.
3. Once you are on the site, click on the Entry Form and fill out all the required information.

To Enter By Text:

1. Text BUTTERI to 213-394-7460 and follow the directions to verify your age and state of residence.
2. Open text response with the link to our web entry form.
3. Fill out the requested information and submit it.
4. You will receive a message informing you that you have been officially entered for a chance to win.

Valid States:

AK, AK, AZ, CA, CO, CT, DE, DC, FL, GA, HI, ID, IN, IA, KY, LA, MA, MD, MI, MN, MO, MT, NE, NV, NM, NJ, NY, NC, ND, OH, OK, OR, RI, SC, SD, TN, VT, VI, WA, WI, WV, WY.



TWO-SIDED NECKER

- 2.25" W x 4.5" H (1.5" fold from top)



*NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN. Purchasing a product or sending a text will not improve your chances of winning. Open only to legal residents of AK, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, ID, IN, IA, IL, KY, LA, MA, MD, MI, MN, MO, MT, NE, NV, NM, NY, NC, ND, OH, OK, OR, RI, SC, SD, TN, VT, VA, WA, WI, WV and WY who are 21+ as of date of entry. Sweepstakes begins at 12:01 AM ET on 7/1/23 and ends at 11:59 PM ET on 11/30/23. To enter, text BUTTERI to 213-394-7460 from your mobile device, and follow the prompts, visit www.grilllikebuttersweepstakes.com OR enter by mail. If entering via text message, you agree to be sent up to three (3) automated texts from Sponsor to your mobile number to verify your age eligibility. Consent is not required as a condition of purchase or entry. Text messages sent by auto-dialer. Texting STOP to opt-out. Message & data rates may apply. Grand Prize: Fifty (50) Branded stainless steel Tuscan fireplace grill. Maximum of fifty (50) Grand Prizes available. To find out how to enter by mail, prize description and ARV, odds of winning, or full terms and conditions, visit www.grilllikebuttersweepstakes.com. Void wherever prohibited or restricted by law. Sponsor: ©2023 Sella Antica Wines

