



# Santa Margherita

UNCORK EXTRAORDINARY.™



## UNCORK AN EXTRAORDINARY SUMMER

### PATIO TAKEOVER

This summer, let's take over top on-premise account patios with our Santa Margherita branded umbrellas.

Our Pinot Grigio is celebrating its 60th Anniversary as a leader in the premium wine industry, and we are proud to consistently earn our place as the #1 imported wine brand over \$15 in the United States.

**#1**  
SELLING

- ★ Santa Margherita brand is the #1 selling imported brand over \$15\*
- ★ Santa Margherita Pinot Grigio is the #1 selling white wine over \$15\*
- ★ Santa Margherita Pinot Grigio is the #1 selling table wine above \$20\*
- ★ Santa Margherita Pinot Grigio is the #1 selling 750ml Pinot Grigio\*
- ★ Prosecco Superiore is the #1 selling Prosecco over \$20/ bottle
- ★ Prosecco is driving growth of the Sparkling Wine category, with 34% growth\*

### UNIQUE SELLING POINTS

- ★ Santa Margherita Chianti Classico Riserva is the #3 Selling Chianti Classico above \$15\*
- ★ The Chianti category is outpacing the Red Blend – 30% vs. 27%
- ★ Sparkling Rosé is growing by 54%, with wines above \$15 growing at 71%\*\*
- ★ Consumers are less willing to experiment with a product or brand they don't have a strong affinity toward, with 69% of surveyed Americans saying they're purchasing alcohol brands they know and trust during COVID-19 (Nielsen, April 2020)
- ★ 39% of consumers agree they are willing to trade up to more premium drinks and food offers vs. pre-COVID world\*\*\*

\*Nielsen Total FDL – Dollar Sales – 52 Weeks ending 3/27/2021 - \*\*Nielsen TTL FDL – 52 Weeks ending on 10/31/2020 - \*\*\*NCGA COVID-19 Impact Consumer Research Survey Oct. 21, 2020



## MEDIA

- Year-Round Trade Media Publications Digital and Print:
  - *Wine Spectator*
  - *Wine Enthusiast*
  - *Shaken News Daily*
  - *Market Watch*
- Year-Round Consumer Media
  - *Travel & Leisure*
  - *Food & Wine*
- Always-on social media
- Digital programmatic and video
- E-Commerce integration
- OOH media in key markets: CA, FL, TX, NY, IL, MA
  - Double-Decker Buses and Trolleys

## AVAILABLE ASSETS



Umbrella



Floaty

