



UNCORK AN EXTRAORDINARY SUMMER

Summer 2025, Santa Margherita will have a nationwide consumer promotion where 50 consumers will win the limited-edition Santa Margherita beach cruiser bicycle.

In addition, Santa Margherita is launching a collection of distinctive point-of-sale materials, carefully designed to enhance brand awareness and drive sales.

With a remarkable legacy spanning more than five decades, Santa Margherita continues to lead the premium wine industry, proudly maintaining its position as the **#1 imported Italian luxury wine brand priced above \$20 in the United States***



Santa Margherita Beach Cruiser Bicycle

#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 #5 imported Rosé over \$20**

*Nielsen value 52 weeks, 11/30/2024. Italian wine imports. 750 ML. TOTAL US XAOC + LIQUOR OPEN STATE, \$20+

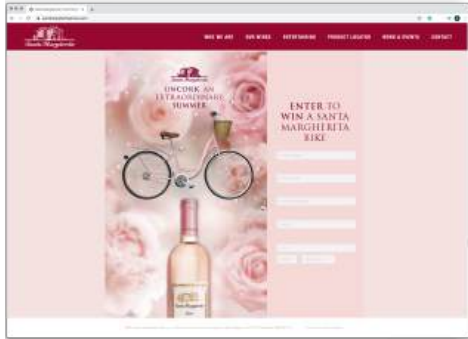
**Nielsen value 52 weeks, 11/30/2024. Italian Rosé wine imports. 750 ML. TOTAL US XAOC + LIQUOR OPEN STATE, \$20+



Planter Bike Display



Uncork Responsibly. Must be 21 or over. White and Rosé Wine. Imported by SM USA Inc., Miami Beach, FL.



Landing Page for Sweepstakes Entry
santamargheritawines.com/wine/summergiveaway

CONSUMER ENTRY

Consumers can enter for a chance to win a limited-edition Santa Margherita Beach Cruiser via a unique link: www.santamargheritawines.com/win/summergiveaway which will be promoted on the brand's POS, our website, and social media.

31 The sweepstakes runs from **May 1st to August 31st, 2025**. Winners will be selected at random and will receive their prizes within a month of notification.

Participating states: Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia ("D.C."), Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, West Virginia, Wyoming.

*DISCLAIMER: Certain states are excluded from participating in national sweepstakes according to local laws. Please visit our Terms & Conditions to confirm eligibility.
www.santamargheritawines.com/wine/summergiveaway/termsandconditions.



Double Sided Case Cards - 13.53" W x 25.44" H
 Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.



Shelf Talkers - 3" W x 3.75" h
 Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.



Neckers - 2.25" W x 4.5" H
 Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.

Case Glorifiers - 12" W x 23.5" H
 Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.

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

MEDIA

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

