



## UNCORK EXTRAORDINARY

Santa Margherita 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 wine brand over \$20 in the United States**.

We provide Year-Round programming opportunities to ensure that Santa Margherita is always top of mind.

**#1**  
SELLING

### UNIQUE SELLING POINTS

- ★ Santa Margherita Pinot Grigio is the #1 imported luxury wine over \$20\*
- ★ Santa Margherita Pinot Grigio is the #1 Italian wine\*
- ★ 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 Chianti Classico Riserva is the #2 Chianti Classico Riserva\* and the #3 Italian luxury wine over \$20\*

\*Nielsen value 52 weeks TTL US food/drug liquors 07/17/2021



Case Sleeves

- Still wines: 47.9" L x 36.6" H - Sparkling wines 46.1" L x 33" H  
Design to be used throughout the year (T1-T2-T3).



Double-sided case cards – 13.53" L x 25.44" H

**MEDIA**

- Year-Round Trade Media Publications
- Always-on social media
- Digital and Print:
  - *Wine Spectator*
  - *Wine Enthusiast*
  - *Shaken News Daily*
  - *Market Watch*
- Digital programmatic and video
- OOH media in key markets
- Year-Round Consumer Media

**AVAILABLE ASSETS**



Glorifiers - 12" L x 23.5" H

Find our print-ready files at [SantaMargheritaUSA.com/trade-resources/santa-margherita/](https://santamargheritaUSA.com/trade-resources/santa-margherita/)



Cold Door Clings - 3" L x 5" H

Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.



Bottle Neckers - 2.25" L x 4.5" H

Each QR code leads the consumer to our <https://santamargheritawines.com/> product page video content.

