



UNCORK EXTRAORDINARY DESTINATIONS

WE WILL BE RIGHT BY YOUR SIDE

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

Building on the prior year's success, Santa Margherita is re-launching a national sweepstakes that will offer an opportunity for 500 consumers to win the beloved limited-edition Santa Margherita-branded Weekender Bag.

With a remarkable legacy spanning more than three 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**.



THE WEEKENDER

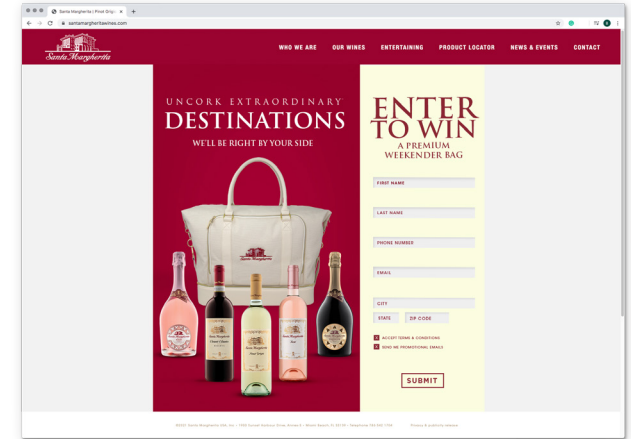
#1 SELLING

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 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* and the #5 Imported Rosé 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, 11/04/2023. Italian Wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS. \$20+

**Nielsen value 52 weeks, 11/04/2023. Rosé Still Wine imports. 750 ML. TOTAL US XAOC + LIQUOR PLUS, \$20+



Landing Page for Sweepstakes Entry
<https://santamargheritawines.com/UncorkExtraordinaryDestinations>

CONSUMER ENTRY

Consumers can enter for a chance to win a limited-edition Santa Margherita-branded Weekender Bag via a unique link: <https://santamargheritawines.com/UncorkExtraordinaryDestinations>, which will be promoted on the brand's POS, website, and social media.

The sweepstakes runs from **May 1st to August 30th, 2024**. At the end of the entry period, 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, Minnesota, Michigan, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, New Jersey, New York, North Carolina, 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. <https://santamargheritawines.com/UncorkExtraordinaryDestinationsTermsandConditions>

T2 – OFF PREMISE AVAILABLE ASSETS



Shelf Talkers - 3" W x 3.75" H

Design to be used throughout T2. Each QR code leads the consumer to the 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.

Find our print-ready files at <https://SantaMargheritaUSA.com/trade-resources/Santa-Margherita/>



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

Case Glorifiers - 12" W x 23.5" H

Design to be used throughout T2. Each QR code leads the consumer to sweepstakes entry page.

MEDIA

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