



Today’s conscious consumer is all about social responsibility, sustainability, repurposing, and reusing. Torresella sustainably creates and celebrates intentional impact among people, the environment, and the world at large. This holiday, we invite you to join us as we embrace an eco-friendly alternative to gift wrapping paper with our **“Gift It. Wear It.”** VAP.

OFF-PREMISE VAP

- This holiday Torresella will highlight sustainability in stores with our **“Gift It. Wear It.”** VAP. This biodegradable 29”x29” scarf is made of 100% raw, soft cotton. It comes prepackaged, 6 or 12 per case, in a recycled paperboard on-pack, which fits snug on both Pinot Grigio and Prosecco bottles and enables dual-case promotion.
- Our **“Gift It. Wear It.”** VAP was designed using the Japanese “furoshiki” wrapping style, a traditional way of wrapping gifts in fabric. It not only creates a unique gift wrap presentation for a wine bottle, but it can also be reused by the recipient as a chic fashion accessory.
- Cases will have a new SCC code:
 - Pinot Grigio SCC: 10632987200349
 - Prosecco SCC: 10632987200950
- Wine will have the same UPC code.



Giftable & Wearable Scarf VAP



Packaged Wrapping Wearable Scarf VAP



TORRESELLA WINES

OFF-PREMISE POS



Year-Round Venetian Pole Display

Case Sleeves & Case Cards

Print-Ready Shelf Talkers