

MASCHIO



CANTINE
MASCHIO





CANTINE
MASCHIO

MISSION STATEMENT

The roots of Cantine Maschio’s passion for wine, are as old as the vines on the Veneto’s hills. The wines produced by Cantine Maschio come from grapes sustainably grown on the hills of Valdobbiadene and Conegliano and in the Piave Valley, which are the most prestigious areas in the appellation and speaks on the heart of traditional Prosecco. Today, Maschio is one of the top five Prosecco brands in Italy

KEY INFORMATION

- From the foothills of the Dolomites to the Venetian coast, the vine has found a perfect environment in the region of Veneto, where it has been cultivated – for over 3,000 years
- The history of Cantine Maschio began in 1973, when Bonaventura Maschio turned his family’s century-old distillery into a winery
- Cantine Maschio has gained the role of main player in the sector, producing iconic wines such as the Frizzanti IGT
- Our daily commitment translates into a constant enhancement of production techniques. Examples are the cold extraction method, to accentuate the natural aroma of our grapes, or maintaining the must at low temperatures to preserve the aromatic content that will then be released in the sparkling process

PRIORITY SKUs



Prosecco DOC
750mL \$14.99



Prosecco DOC
187mL \$4.99



Prosecco Extra
Dry 750mL \$14.99



Prosecco Extra
Dry 187mL \$4.99

OPPORTUNITY GENERATORS



Prosecco Extra Dry DOC
Organic \$16.99



Prosecco Extra Dry
Rose \$14.99



Prosecco
Rose 187mL
\$5.99



APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Prosecco DOC
- Prosecco Superiore D.O.C.G.

COMPETITIVE SET:

- LeMarca
- Mioneto
- Zonin
- Lunetta

ADJACENCIES :

- Prosecco section, near Lamberti and near industry leader LeMarca
- Located in cold box

SHELF POSITIONING



ITALY, VENETO





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco Brut 750ml/12pk 2. Prosecco Brut 187mL/24pk 	<p>ON PREMISE BTG PRIORITIES/BTB PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco Extra Dry 750ml/12pk
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco Brut 750ml/12pk 2. Prosecco Brut 187mL/24pk 	<p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco Extra Dry 750ml/12pk 2. Prosecco Extra Dry 187mL/24pk

TARGET ACCOUNTS		
		
		
		