



Riunite®

MISSION STATEMENT

To maintain Riunite's status as the #1 Italian brand in the US and provide consumers with accessible, value-drive, easy-drinking wines for all occasions, seasons, and climates.

KEY INFORMATION

- Established the Province of Reggio Emilia in 1950, when 9 producers decided to join forces to create Cantine Cooperative Riunite
- By the beginning of the 1970s, Riunite Lambrusco became the #1 selling Italian wine in the US, a position it still holds today
- In 2002, Riunite acquired Cantine Maschio and in 2008 it merged with Consorzio Interprovinciale Vini (CIV), established in 1961 in the neighboring Province of Modena, thus creating the Cantine Riunite & CIV Group
- Long distribution history in the US
- Still owned by 1700 families of vine growers

PRIORITY SKUs



Lambrusco
IGT (all sizes)
\$5.99/750ml



Moscato d'Oro
(all sizes)
\$5.99/750ml

OPPORTUNITY GENERATORS



Raspberry
(all sizes)
\$5.99/750ml



Peach
Moscato (all
sizes)
\$5.99/750ml



Sangria
(all types/sizes)
\$5.99/750ml



Riunite®

APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Lambrusco IGT
- Italia

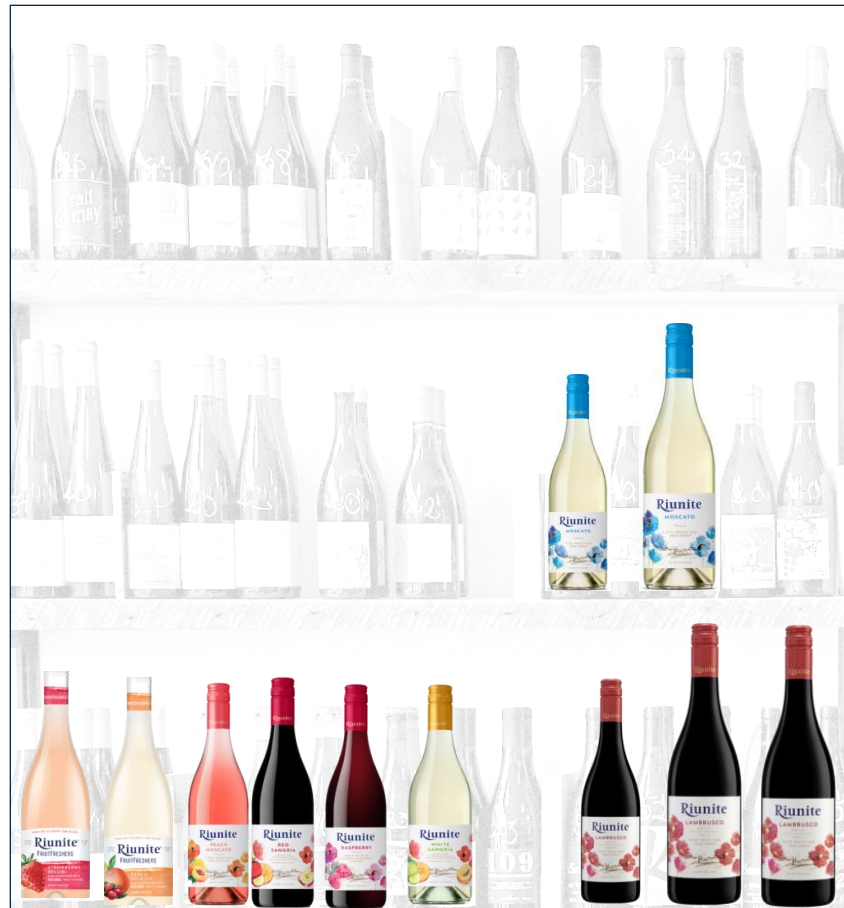
COMPETITIVE SET:

- Roscato
- Giacobazzi
- Canei
- Botter
- Botticello
- Herzog Jeunesse
- Bartenura

ADJACENCIES :

- Semi-sweet wine section (Moscato/Lambrusco)
- Wines of same varietals (see competitive set)
- Wines of same appellation (Lambrusco)
- Cold box – next to Moscato and Sangria

SHELF POSITIONING



EMILIA-ROMAGNA, ITALY





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Lambrusco IGT (all types/750ml & cans) Sangria (all types/750ml & cans) Moscato (all sizes) 	<p>ON PREMISE BTG/BTB PRIORITIES</p> <ol style="list-style-type: none"> Lambrusco IGT (all types/750ml & cans) Sangria (all types/750ml & cans) Moscato (all sizes)
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Lambrusco IGT (all types/sizes) Sangria (all types/sizes) Moscato(all types/sizes) 	<p>ON PREMISE BTB</p> <ol style="list-style-type: none"> Lambrusco IGT 750ml/12pk Sangria (all types) 750ml/12pk Moscato 750ml/12pk <p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Lambrusco IGT (all types/sizes) Sangria (all types/sizes) Moscato (all types/sizes)