



## MISSION STATEMENT

Become one of the purveyors of choice of premium, super premium, and icon Valpolicella wines, combining tradition, exceptional quality, and unparalleled value.

## KEY INFORMATION

- Established in 1843 by Carlo Santi in Illasi (VR)
- Completely renovated in 2016
- Head winemaker: Cristian Ridolfi (previously at Bertani and Banfi)
- Production is centered on the regions' main products: Valpolicella, Amarone, Chiaretto, and Pinot Grigio
- The property is spread between the fractions of Illasi and Valpantena, within the town of Valpolicella

### PRIORITY SKUs



"Ventale"  
Valpolicella Classico  
Superiore DOC  
\$18.99



"Solane"  
Valpolicella  
Ripasso  
\$23.99



"Sortesele"  
Pinot Grigio  
Valdadige DOC  
\$14.99

### OPPORTUNITY GENERATORS



"Infinito" Chiaretto  
di Bardolino DOC  
\$12.99



"Santico" Amarone  
Classico della  
Valpolicella DOP  
\$49.99



## APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Chiaretto di Bardolino DOC (Infinito)
- Valdadige DOC (Pinot Grigio)
- Valpolicella DOC (Ventale and Solane)
- Amarone Classico della Valpolicella DOCG (Santico)

## COMPETITIVE SET:

- Allegrini
- Masi
- Bertani
- Tommasi
- Zenato

## ADJACENCIES :

- Italian white wine section/Pinot Grigio
- Rosé section
- Wines of same varietals (see competitive set)
- Wines of same appellation
- Cold box – next to Pinot Grigio and Sauvignon Blanc
- Italian-inspired displays

## SHELF POSITIONING



## ITALY, VENETO





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p><b>ON-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. "Ventale" Valpolicella Classico Superiore DOC 750ml/12pk</li> <li>2. "Sortesele" Pinot Grigio Valdadige DOC 750ml/12pk</li> <li>3. "Solane" Valpolicella Ripasso DOC 750ml/12pk</li> </ol>	<p><b>ON PREMISE BTG PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. "Ventale" Valpolicella Classico Superiore DOC 750ml/12pk</li> <li>2. "Sortesele" Pinot Grigio Valdadige DOC 750ml/12pk</li> </ol>
<p><b>OFF-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. "Ventale" Valpolicella Classico Superiore DOC 750ml/12pk</li> <li>2. "Sortesele" Pinot Grigio Valdadige DOC 750ml/12pk</li> </ol>	<p><b>ON PREMISE BTB</b></p> <ol style="list-style-type: none"> <li>1. "Infinito" Charetto di Bardolino DOC 750ml/12pk (seasonal)</li> <li>2. "Solane" Valpolicella Ripasso DOC 750ml/12pk</li> <li>3. "Santico" Amarone Classico della Valpolicella DOCG 750ml/6pk</li> </ol> <p><b>OFF PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. "Ventale" Valpolicella Classico Superiore DOC 750ml/12pk</li> <li>2. "Sortesele" Pinot Grigio Valdadige DOC 750ml/12pk</li> <li>3. "Solane" Valpolicella Ripasso DOC 750ml/12pk</li> </ol>