





MISSION STATEMENT

Famed for their Lambrusco wines, the Cavicchioli family has been cultivating vines in the San Prospero province of Modena (Sorbara DOC) for more than a century. Modena remains the center for production of quality Lambrusco, the family’s focus on vineyard ownership, low yields and DOC production has been key in establishing Cavicchioli as one of the few leaders in high-quality Lambrusco and Sparkling wines

KEY INFORMATION

- The Lambrusco is the principal grape grown in three Emilian provinces: Modena, Parma and Reggio nell’Emilia
- The Cavicchioli family is among the largest landowners in the Modena DOC with 235 acres of vineyards of which 173 acres are of the prized Sorbara variety
- Umberto Cavicchioli’s two grandsons, brothers Sandro and Claudio, are still part of the business today: Claudio looks after the commercial side of the family business and Sandro is the Winemaker

PRIORITY SKUs



Prosecco DOC
750 mL \$16.99



Prosecco DOC
187 mL \$5.99



Prosecco Rose DOC
\$16.99

HOLIDAY OCCASIONS

Valentine’s Day
Mothers Day,
Graduation



Prosecco “Love”
DOC \$16.99

Prosecco
“Love” DOC
\$16.99



Prosecco
“Snowflake” DOC
\$15.99



APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Prosecco DOC Spumante
- Emilia IGT Dolce

COMPETITIVE SET:

- La Marca
- Andreola Mas de Fer Rive di Soligo
- Mionetto
- Lamberti
- Maschio

ADJACENCIES:

- Prosecco section, near Lamberti and Maschio
- Strategically near industry leader La Marca
- Located in cold box

SHELF POSITIONING



ITALY, EMILIA-ROMAGNA





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco DOC 750ml/12pk 2. Prosecco DOC Rose 750mL/12pk 	<p>ON PREMISE BTG PRIORITIES/BTB PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco DOC 750ml/12pk 2. Prosecco DOC Rose 750mL/12pk
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco DOC 750ml/12pk 2. Prosecco DOC 187mL/24pk 3. ADD SNOWFLAKE AND LOVE 	<p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Prosecco DOC 750mL/12pk 2. Prosecco "Snowflake" DOC 750mL/12pk 3. ADD LOVE BOTTLE

TARGET ACCOUNTS		
		
		
		