



**BOLLA**

FONDATA NEL 1883

L'ARTE DI DEGUSTARE LA VITA

## A SUCCESS LASTING OVER 140 YEARS

A passion for viticulture, a strong sense of belonging to the territory and a desire to experiment, have been at the heart of our winemaking philosophy for more than 140 years.



### FOUNDED

1883

## THREE GENERATIONS OF SUPPLIERS

Bolla, together with 100 families of grapes suppliers who have been collaborating with the winery for more than 3 generations, represents the variety of the territory of Verona.



### FOUNDER

Abele Bolla



### VINE HECTARS

312

## AUTHENTICITY AND BOND WITH TERRITORY

Today, representing the Verona area, Cantina Bolla is a heritage that includes 312 hectares of vineyards, selected for their winemaking potential at more than 80 grape harvests in the Valpolicella Classica area and in the province of Verona.



### GRAPE VARIETIES

- Corvina
- Molinara
- Trebbiano di Soave
- Rondinella
- Corvinone
- Garganega





## MISSION STATEMENT

To perpetuate Bolla's tradition as the producer of reference of value-generating, territory-rooted wines.

## KEY INFORMATION

- Established by Alberto Bolla in 1883 and acquired by GIV in 2006
- Renowned for its Soave, today Bolla produces its wines in several Italian regions, most notably in Veneto, Tuscany, and Romagna
- Long distribution history in the US
- Located in Pedemonte (VR)

### PRIORITY SKUs



Pinot Grigio  
delle Venezie  
IGT \$9.99



Chianti DOCG  
\$10.99



Valpolicella  
a DOC  
\$10.99

### OPPORTUNITY GENERATORS



Valpolicella  
Classico  
Ripasso  
DOC \$13.99



Amarone  
Classico DOCG  
\$48.99

Item No	Mat No Vi	Item Name	INV
13557	837034	Bolla Prosecco DOC 24x187mL	177
13559	837036	Bolla Prosecco DOC 12x750mL	268



Prosecco  
DOC \$10.99



## APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Delle Venezie IGT (Pinot Grigio, Chardonnay, Merlot, Cabernet S.)
- Prosecco DOC
- Chianti DOCG
- Amarone Classico della Valpolicella DOCG
- Valpolicella DOC

## COMPETITIVE SET:

- Cavit
- Torresella
- Straccali
- Famiglia Cielo
- Antiche Terre Venete
- Castello di Gabbiano

## ADJACENCIES :

- Italian white wine section
- Wines of same varietals (see competitive set)
- Wines of same appellation (Prosecco/Amarone/PG)
- Cold box – next to Pinot Grigio and Prosecco
- 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. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk</li> <li>2. Chianti DOCG 750ml/12pk-1.5L/6pk</li> <li>3. Valpolicella Classico DOC 750ml/12pk-1.5L/6pk</li> </ol>	<p><b>ON PREMISE BTG/BTB PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk</li> <li>2. Chianti DOCG 750ml/12pk-1.5L/6pk</li> <li>3. Valpolicella Classico DOC 750ml/12pk-1.5L/6pk</li> </ol>
<p><b>OFF-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk</li> <li>2. Chianti DOCG 750ml/12pk-1.5L/6pk</li> <li>3. Valpolicella Classico DOC 750ml/12pk-1.5L/6pk</li> </ol>	<p><b>ON PREMISE BTB</b></p> <ol style="list-style-type: none"> <li>1. Valpolicella Classico Superiore Ripasso DOC 750ml/6pk</li> <li>2. Amarone Classico della Valpolicella DOCG 750ml/6pk</li> <li>3. Amarone Classico della Valpolicella Riserva DOCG "Delle Origini" 750ml/6pk</li> <li>4. Rosso Veronese IGT "Creso" 750ml/6pk</li> </ol> <p><b>OFF PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk</li> <li>2. Chianti DOCG 750ml/12pk-1.5L/6pk</li> </ol>