



FOLONARI

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MISSION STATEMENT

To capitalize on nearly 200 years of rich history and tradition to bring value wines to the highest level of quality and widespread distribution.

KEY INFORMATION

- Established by Francesco Folonari in 1825 and acquired by GIV in the 1970s
- Renowned for its high-quality yet affordable wines in several Italian regions, most notably in Veneto, Tuscany, Lombardy, and Abruzzo
- Long distribution history in the US
- Located in Pastrengo (VR)

PRIORITY SKUs



Pinot Grigio delle
Venezie IGT
\$12.99



Chianti DOCG
\$12.99



Pinot Noir
IGT
\$19.99

OPPORTUNITY GENERATORS



Montepulciano
d'Abruzzo DOC
\$19.99



Moscato IGT
\$12.99

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APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Delle Venezie IGT (Pinot Grigio, Chardonnay, Merlot, Cabernet S.)
- Chianti DOCG
- Provincia di Pavia IGT
- Montepulciano d'Abruzzo DOC

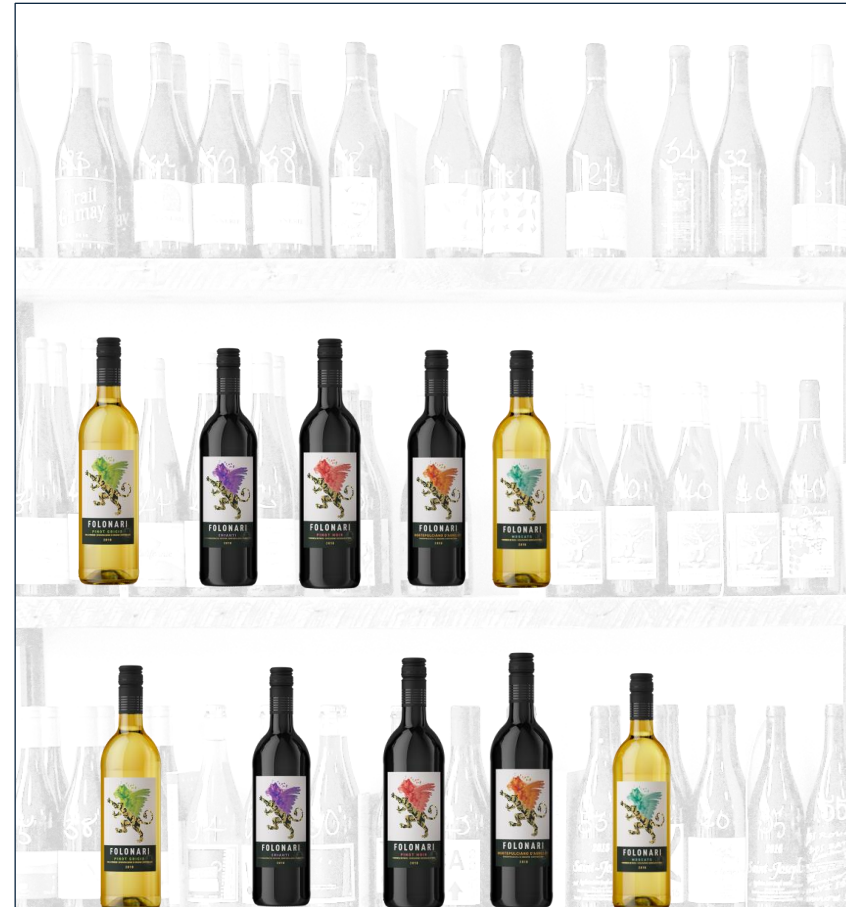
COMPETITIVE SET:

- Cavit
- Torresella
- Stracali
- Famiglia Cielo
- Antiche Terre Venete
- Castello di Gabbiano
- Zonin

ADJACENCIES :

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

SHELF POSITIONING



ITALY, VENETO



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NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
ON-PREMISE PRIORITIES 1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk 2. Chianti DOCG 750ml/12pk-1.5L/6pk 3. Pinot Noir Provincia di Pavia IGT 750ml/12pk-1.5L/6pk	ON PREMISE BTG/BTB PRIORITIES 1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk 2. Chianti DOCG 750ml/12pk-1.5L/6pk 3. Montepulciano d’Abruzzo DOC 750ml/12pk-1.5L/6pk
OFF-PREMISE PRIORITIES 1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk 2. Chianti DOCG 750ml/12pk-1.5L/6pk 3. Pinot Noir Provincia di Pavia IGT 750ml/12pk-1.5L/6pk	ON PREMISE BTB 1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk 2. Chianti DOCG 750ml/12pk-1.5L/6pk 3. Pinot Noir Provincia di Pavia IGT 750ml/12pk-1.5L/6pk OFF PREMISE PRIORITIES 1. Pinot Grigio delle Venezie IGT 750ml/12pk-1.5L/6pk 2. Chianti DOCG 750ml/12pk-1.5L/6pk 3. Pinot Noir Provincia di Pavia IGT 750ml/12pk-1.5L/6pk

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