



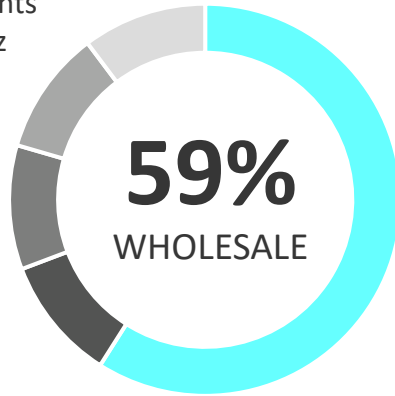
**LAMBERTI**

# CURRENT SITUATION



## FOCUS IN WHOLESALE

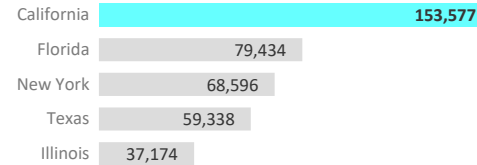
Wholesale represents  
59% of the total biz  
R12 May 2021



## GROW OPPORTUNITY MARKETS

- CA, TX, FL, MA, IL represent 23% of the biz & are in the top 10 states for volume
- CA, FL, TX, IL over index for sparkling wine consumption

### SPARKLING WINE CONSUMPTION BY STATE



## LEVERAGE NEW BRAND LOOK

Big Investment in the brand in the last 2 years to increase shelf standout and create premium through the line look and feel

- New Modern Labels
- New Extensive Brand Guidelines



## SELL IN NEW PRODUCT LAUNCH

**Lamberti Prosecco Rosé Extra Dry 2020 DOC launched in April 2021**

- New category
- Premiumizes the brand
- Elegant perlage, berries on the nose, long finish
- Retail \$14.99



## COMMUNICATE NEW PRICING

### Line priced

Extra Dry –\$14.99

Prosecco DOC Rosé – \$14.99

### To be DC'd

Sparkling Rosé – SRP will go from \$13.99 to \$12.99 with DA support.

### More competitive on-premise pricing

Extra Dry: before SRP \$4.99. **Now \$3.99**

Sparkling Rosé: before \$3.99. **Now \$3.20**

## SHARE FEMALE WINEMAKER

The Lamberti wines are crafted by a tenacious and passionate winemaker: Maricarmen Navas

Born in Spain, she graduated in Biology and Oenology. She became the head Lamberti winemaker in 2016.



# BRAND POSITIONING

Every celebration is an opportunity to make a fashionable statement. Established in 1964, the House of Lamberti stands on the shores of Lake Garda in northern Italy. With floral aromas, Peach and tropical fruit notes, this delicious Prosecco is the perfect addition to your next event. Lively and effervescent, the conversation is sure to be sparkling with Lamberti in hand. With style straight out of a magazine, our Prosecco brings fashion allure to any occasion, whether you're gathering at home or having a night out.

**Start your party and arrive with Lamberti.**



# MARKET & CHANNEL STRATEGY



BY STATE					
STATES	TTL % OF THE BUSINESS	12 MONTHS THRU MAY 2021	12 MONTHS THRU MAY 2020	DIFF	PCT
NY	47%	11,125	14,456	-3,331	-23%
NJ	12%	2,779	2,497	282	11%
TX	9%	2,134	2,675	-542	-20%
CA	7%	1,669	2,589	-921	-36%
NC	4%	844	996	-152	-15%
FL	4%	832	570	262	46%
MA	2%	524	853	-329	-39%
MN	2%	404	630	-226	-36%
ME	2%	375	757	-382	-50%
MD	1%	303	389	-86	-22%

BY CHANNEL					
CHAIN/INDY	% OF THE BUSINESS	12 MONTHS THRU MAY 2021	12 MONTHS THRU MAY 2020	DIFF	PCT
<b>TOTAL</b>		<b>23,667</b>	<b>30,078</b>	<b>-6,411</b>	<b>-21%</b>
<b>TOTAL OFF</b>	<b>58%</b>	<b>13,791</b>	<b>15,338</b>	<b>-1,547</b>	<b>-10%</b>
Independent	47%	11,123	12,040	-917	-8%
Chain	11%	2,662	3,298	-636	-19%
<b>TOTAL ON</b>	<b>41%</b>	<b>9,730</b>	<b>14,713</b>	<b>-4,983</b>	<b>-34%</b>
Independent	32%	7,569	11,633	-4,064	-35%
Chain	9%	2,135	3,080	-945	-31%




TOP OFF PREMISE ACCOUNTS		
ACCOUNT NAME	STATE	12 MONTHS THRU MAY 2021
K & D WAREHOUSE	NY	210
EMPIRE WINE &	NY	282
AMSTERWINE	NY	87
TRIPHAMMER WINES &	NY	195
TRADER JOES LIQUOR	NY	145
HUDSON WINE	NJ	119
WAREHOUSE WINE &	NY	75
HAMILTON WINE &	NY	125
LEEWOOD LIQUOR	NY	149
EAST VILLAGE WINES	NY	112
CORKS ON COLUMBUS	NY	140

TOP ON PREMISE ACCOUNTS		
ACCOUNT NAME	STATE	12 MONTHS THRU MAY 2021
Half Moon Club	NY	224
Ritz Carlton	FL	221
Harvest On Hudson	NY	215
Ritz Carlton	FL	204
Ritz Carlton	FL	196
Ritz Carlton	CA	182
Beach Tavern	NJ	177
Light Horse Tavern	NJ	120
Freehouse	MN	109
Ritz Carlton	CA	108



# COMPETITIVE OVERVIEW



	<b>PRICE (750ml Eq)</b>	\$11.91	\$15.12	\$17.43	\$13.59
	<b>VOLUME (9Lcs)</b>	24,586	5,449,357	5,635	1,078,762
	<b>NOTES</b>		<ul style="list-style-type: none"> <li>• Similar Label</li> <li>• Top performer in category</li> </ul>	<ul style="list-style-type: none"> <li>• Newer in the market</li> <li>• Gained placements in trendy on-premise accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Listed in a lot of on-premise accounts</li> <li>• Well-Known brand</li> </ul>

\* Pricing and volumes from Nielsen 52 wks ending June 26

# LAMBERTI PLAN ON A PAGE



## VISION

Be known as the fashionable, high image Italian Prosecco brand



## STRATEGY

Increase distribution and build account level awareness.



## KEY BATTLEGROUND

### WIN IN TARGET MARKETS

- Media
- Programming such as “Share the Love” Valentine’s Day and “Ciao 2022” EOY
- New product innovation: Lamberti Prosecco DOC Rosé- 187ml in 2022
- Sampling – on and off
- POS support

### BUILD THE ON-PREMISE

- Tailored programs for on- premise strategic accounts**
- Dedicated on premise POS suite POS i.e. patio umbrellas, carafes
  - Account Sampling Support
  - “Ciao Lamberti” Summer Plug n Play at key hotels/events

### DRIVE TRIAL & AWARENESS

- Seasonal tasting + programming** at key sparkling consumption moments: Valentine’s Day, Summer and EOY
- PR outreach via Hamptons activations
  - Influencer seeding
  - Case sleeves, other POS, windows
  - Leverage unique Organic offering as part of wider portfolio

## WIN IN TARGET MARKETS

# “SHARE THE LOVE” VALENTINE’S DAY PROGRAM



### PROGRAM OBJECTIVES

Increase brand awareness, trial and sales in during key sparkling occasion, Valentine’s Day

### MECHANICS

Media – OOH, truck wraps, and Instacart in top markets. Plan in development.

#### Sampling & Interactive Events

- ON PREMISE: Send a wine specialist into select accounts to invite consumers to taste Lamberti
- OFF PREMISE: Sip Lamberti, send a love letter and get your bottle wrapped for a beautiful Valentine’s gift
- This will be bookable through Brand Activate. Agency to send “how to” email.
- Contact: Nicole Pearlman [nicole@brandactivate.net](mailto:nicole@brandactivate.net)
- Available nationally



### TIMING

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

### FOCUS SKUS

Focus — Prosecco Rosé NEW  
(all the Skus will be included)

WIN IN TARGET MARKETS

# “SHARE THE LOVE” VALENTINE’S DAY PROGRAM



## MEDIA DETAILS – IN DEVELOPMENT

**Truck wraps:** Jersey City, Buffalo, Rochester, Naples(2)

1/31-2/27

**OOH**

- Buffalo – 1-90, 1590 Niagra
- Rochester – W Ridge Road/ O Glenora
- New Jersey – S Holland Tunnel underpass

Planned to go up mid-Jan through mid-Feb

**Instacart**

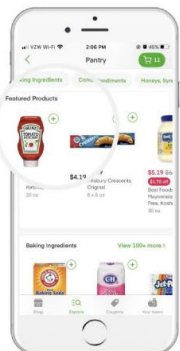
Bidding on key words from 1/15-2/15

### While Browsing



Home Page

### While Searching



Department

### Personalized After Ordering



Search  
*Note that this view is zoomed out*



Item Details



Post Checkout



In “Your Items”





WIN IN TARGET MARKETS

# “CIAO LAMBERTI” ON PREMISE PROGRAM

PROGRAM OBJECTIVES

Drive awareness & trial among consumers in top markets.

MECHANICS

- Host pop ups at key hotel chains that list the product
- 10 available to key markets
- Includes dedicated on-premise POS: umbrellas, buckets, glasses, carafes, stoppers
- Can have just Lamberti Bar or with Gelato cart
- Also acts as Plug in Play /Pop Up at key events in target markets
- Available upon request. Production supported by our events agency, Stylish Production

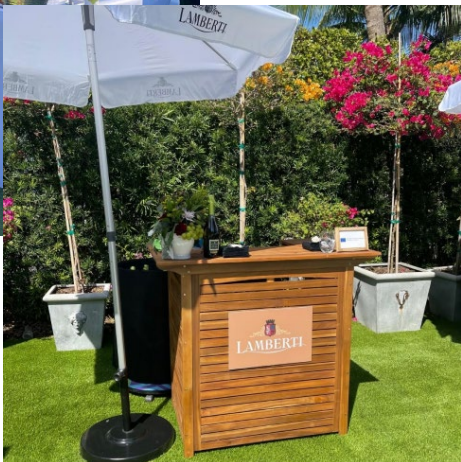
TIMING					
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

FOCUS SKUS
Prosecco Rosé NEW 750 ml & 187ml
Prosecco Extra Dry 750 ml & 187ml



GELATO STATION

BAR



\* Subject to legal review

## BUILD THE ON-PREMISE

# TAILORED PROGRAMS FOR ON-PREMISE ACCOUNTS

### PROGRAM OBJECTIVES

Increase sales and placements in on-premise strategic accounts with curated programming

### MECHANICS

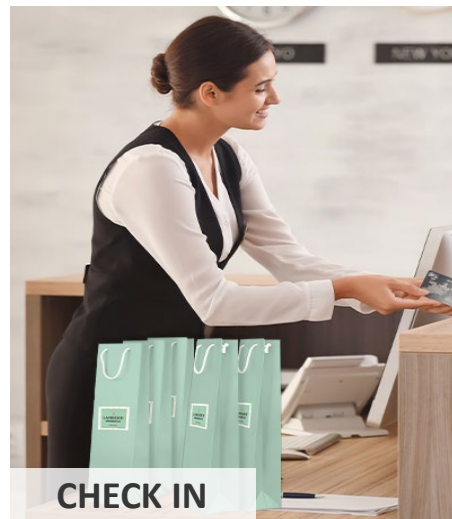
Offer different tools and resources to On Premise Strategic Accounts to help secure placements.

#### EXAMPLES:

**Check-In:** When checking-in to a partner hotel, give each guest a (2) 187ml bottle bag holder

**SPA Day:** The client arrives at the spa and is welcomed with a glass of Lamberti Prosecco and an eye mask.

**Brunch on the Balcony:** Offer a 750ml Lamberti Prosecco with the Lamberti Carafe on the Lamberti Tray for the guests to craft their own Mimosa





## DRIVE TRIAL AND AWARENESS

# "CIAO 2022" NEW YEAR'S EVE PROGRAM



### PROGRAM OBJECTIVES

Drive awareness & trial among consumers, especially on Organic.  
Focus NY and FL.

### MECHANICS

**On premise kit for NYE** – 187ml toppers & blowers/horns

**Off Premise** – focus Lamberti Organic

- Store windows, flat and 3D – only for NY & FL
- In store sampling + gifting wrapping including wrapping paper, bows, bottle bag

### FOCUS SKUS

Prosecco Rosé NEW 750 ml & 187ml

Prosecco Extra Dry 750 ml & 187ml

### TIMING

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC



# POS

## BUILD THE ON-PREMISE KIT



Toppers



Carafes



In development

Ice Bucket



Ice Bucket + Plastic Glasses



Stopper



Umbrella

## GIFTING

Rose gifting  
necker



Gift Bags

bows



Sweatshirt





# LAMBERTI PROSECCO ROSÉ *NEW*



LAMBERTI PROSECCO DOC ROSÉ



A photograph of a bottle of Lamberti Prosecco Rosé and a glass of the sparkling wine. The bottle is pink and has a label that reads 'LAMBERTI PROSECCO ROSÉ Extra Dry'. The glass is filled with the sparkling wine and has a lemon wedge on the rim. In the background, a person is holding a glass of the same wine and a lemon wedge.

**LAMBERTI**

**PROSECCO ROSÉ** DOC EXTRA DRY 2020

Lamberti Prosecco Rosé enhances the delicate aromas of the Glera Grape and the elegant structure of Pinot Noir.

**VARIETIES**  
85% Glera and 15% Pinot Noir.

**HARVEST**  
The harvest takes place in the first 10 days of September, in order to maintain the freshness of the fruit.

**FOOD PAIRING**  
Perfect for any occasion, ideal as an aperitif and with fish dishes.

**TASTING NOTES**  
Brilliant rosé color, fine and persistent perlage; on the nose intense notes of white peach, citrus and wildforest strawberry, accompanied by some floral aromas. Fresh and delicate on the palate, with a fruity and floral finish.

**PRICE**

**NOTES**



A photograph of a bottle of Lamberti Prosecco Rosé. The bottle is pink and has a label that reads 'LAMBERTI PROSECCO ROSÉ Extra Dry'.

## PROGRAMMING

- Seed Lamberti Rosé in high profile events in key markets to drive awareness and increase the sales.



# LAMBERTI PROSECCO ORGANIC



**LAMBERTI**

**PROSECCO ORGANIC EXTRA DRY DOC**

**VARIETIES**  
100% Glera

**HARVEST**  
The harvest takes place end of August into mid-September.

**FOOD PAIRING**  
Appetizers, delicate starters, fish, and fine desserts. Also perfect for an aperitif.

**TASTING NOTES**  
Straw yellow color, with delicate, lingering perlage. Floral and aromatic nose, with notes of granny smith apples. A delightful, clean, fresh wine, with a long bubbly finish.

**PRICE**

**NOTES**

Please drink responsibly. Imported by Frederick Wildman & Sons, Ltd., New York, NY | [frederickwildman.com](http://frederickwildman.com)



Organic Sell-Sheet



**LAMBERTI**

**HARVEST**  
The harvest takes place end of August into mid-September.

**VARIETIES**  
100% Glera

**FOOD PAIRING**  
Appetizers, delicate starters, fish, and fine desserts. Also perfect for an aperitif.

**TASTING NOTES**  
Straw yellow color, with delicate, lingering perlage. Floral and aromatic nose, with notes of granny smith apples. A delightful, clean, fresh wine, with a long bubbly finish.

Please drink responsibly. Imported by Frederick Wildman & Sons, Ltd., New York, NY



Organic Shelf-Talker



Organic Case Sleeve

# LAMBERTI PORTFOLIO & PRICING STRATEGY



## KEY INFORMATION

- Established in 1964
- Located on the shores of Lake Garda in the Veneto region of northern Italy from the best hillside vineyards across Treviso and Venezia areas
- Across the profile, fine perlage and a delicate flavor profile without being too sweet.
- With the new captivating labels, the addition of the Prosecco Rosé DOC 2020 and the revised prices they are perfect for every restaurant.

### PRIORITY SKUS

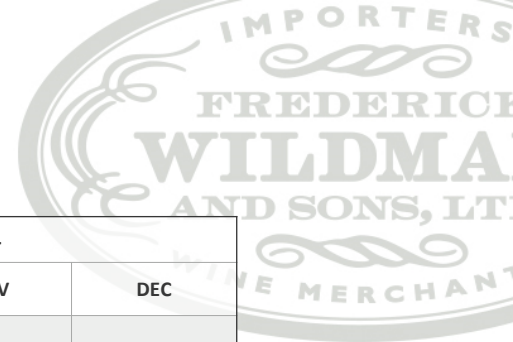


## STRATEGY (SRPS) – IN LINE

 <p>187ml Extra Dry \$3.99</p>	<p>COMING Q1 2022</p>  <p>187ml Prosecco Rosé \$3.99</p>	 <p>Prosecco Extra Dry \$14.99</p>  <p>Prosecco Rosé 2020 \$14.99</p>  <p>Prosecco Organic \$15.99</p>
<p>DELISTED SKUs</p>  <p>Sparkling Rosé 750ml &amp; 187ml</p>		



# 2022 PROGRAMMING CALENDAR



BRAND	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
EVENTS AT RETAIL	SUPER BOWL	Valentine's Day	St. Patrick's Day START OF SPRING	Easter	Mother's Day GRAD SEASON MEMORIAL DAY	Father's Day START OF SUMMER	4TH OF JULY	HARVEST	Labor Day End of Summer /Back to School Harvest	Halloween DAY OF THE DEAD WINE EXPERIENCE	THANKSGIVING	Holiday New Year's Eve Christmas
LAMBERTI	Share the Love Program									"Ciao 2021" NYE Program		
NINO NEGRI			"Vigna Di Montagna" Launch									WS Full Page Ad
SANTI												
CASTELLO MONACI					Piluna Push – Drink Piluna Chilled							
RAPITALÀ						NEW La Tenuta range arrives in market						
RE MANFREDI										We Ad, Digital Promo + Trade Dinner		
MARCHESI DI BAROLO			Women's Program						Taste of Italy Program			
FATTORIA DEI BARBI		Brunello 2017 Arrives										
LUIGI BOSCA		World Malbec Day Programming		Grilling Program (father's day)								