

# Melini

MELINI





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## MISSION STATEMENT

The Melini Winery dates back to 1705, and is one of the Chianti region's oldest and most historic wineries. All winemaking processes, from the drying rooms to barrel ageing and bottling, are undertaken using specific techniques that pursue the quality philosophy. Melini knows the value of wine and for this reason has always invested in its development, one step ahead of a market in continuous evolution.

## KEY INFORMATION

- The Melini Winery dates back to 1705, and is one of the Chianti region's oldest and most historic wineries
- Melini owns over 1,200 acres in Chianti most of which are in the prime Chianti Classico zone.
- It was the first in Tuscany, and one of the first in Italy, to have made wine by first selecting the most suitable vineyards applying the "cru principle" or "vineyard policy" as the best expression of quality



## PRIORITY SKUs



Borghi d'Elsa  
\$9.99



Chianti Riserva  
\$15.99

## Current Situation



Borgi d'Elsa \$9.99

Borgi D'Elsa					
2021	2022	YTD OCT	Western Inv. (cases)	Distributor Inv. (cases)	2024 Aspiration
10477	8535	5609	3297	949	7500

Will move into the new label in Q3 2024



Chianti Riserva \$12.99

Chianti Riserva DOCG					
2021	2022	YTD OCT	Western Inv. (cases)	Distributor Inv. (cases)	2024 Aspiration
3,065	2,688	2,446	1,300	564	3000

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## APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED

- Chianti DOCG
- Orvieto DOC

## COMPETITIVE SET:

- Marchesi Antinori
- Rocca delle Macie
- Cecchi
- Banfi
- Placido
- Castello di Gabbiano

## ADJACENCIES:

- Respective red and white areas of Tuscan wine section

## SHELF POSITIONING




## ITALY, TOSCANA



# Melini



NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p><b>ON-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>Borghi d'Elsa 750mL/12pk</li> <li>Orvieto 750mL/12pk</li> </ol>	<p><b>ON PREMISE BTG PRIORITIES</b></p> <ol style="list-style-type: none"> <li>Chianti Riserva 750mL/12pk</li> <li>Orvieto 750mL/12pk</li> </ol>
<p><b>OFF-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>Borghi d'Elsa 750mL/12pk</li> <li>Orvieto 750mL/12pk</li> </ol>	<p><b>OFF PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>Borghi d'Elsa 750mL/12pk</li> <li>Chianti Riserva 750mL/12pk</li> </ol>

TARGET ACCOUNTS	
 <p>FAMILY ORIENTED</p>	 <p>CASUAL DINING</p>
 <p>LIQUOR STORE</p>	 <p>GROCERY STORE</p>
 <p>WAREHOUSE CLUBS</p>	

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