





MISSION STATEMENT

Capitalize on a family history that traces its roots to 1352 to make Fattoria dei Barbi consumers' winery of choice when it comes to selecting prestigious wines and explore the treasures of one of Italy's most revered and cherished appellations.

KEY INFORMATION

- Established in 1352, Fattoria dei Barbi has been making Brunello di Montalcino since 1892, thus being one of Brunello's earliest producers
- The Fattoria extends over 306 hectares of land, between the properties in Montalcino and Scansano, and boasts more than 300 wooden barrels in its cellars and a total production of 800,000 bottles, of which over 200,000 are Brunello di Montalcino
- Owned by Stefano Cinelli Colombini, heir of a family that has been on the political and economic forefront in Tuscany since the year 1000
- First Brunello producer to export in Europe, the Americas, and Asia
- Each vine yields on average less than 1.5kg of grapes, thus producing a little more than a bottle per vine

PRIORITY SKUs



Brunello di
Montalcino
DOCG \$76.99



Rosso di
Montalcino
DOC \$36.99



Brusco dei
Barbi \$24.99

OPPORTUNITY GENERATORS



Brunello di
Montalcino
Riserva DOCG
\$187.99



Morellino di
Scansano
DOCG
\$28.99



Brunello di
Montalcino
Vigna del Fiore
DOCG \$148.99



Toscana
Rosso
Senza
Solfiti IGT
\$17.99



APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Brunello di Montalcino DOCG
- Rosso di Montalcino DOC
- Morellino di Scansano DOCG
- Toscana IGT

COMPETITIVE SET:

- Il Poggione
- Col d'Orcia
- Frescobaldi
- Altesino
- Ciacci Piccolomini Aragona

ADJACENCIES :

- Italian red wine section
- Tuscan wine section
- Brunello di Montalcino section

SHELF POSITIONING



ITALY, TOSCANA





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
ON-PREMISE PRIORITIES 1. Brunello di Montalcino DOCG 750ml/12pk 2. Brusco dei Barbi Toscana IGT 750ml/12pk 3. Rosso di Montalcino DOC 750ml/12pk	ON PREMISE BTG PRIORITIES 1. Brusco dei Barbi Toscana IGT 750ml/12pk 2. Morellino di Scansano DOCG 750ml/12pk 3. Rosso di Montalcino DOC 750ml/12pk
OFF-PREMISE PRIORITIES 1. Brunello di Montalcino DOCG 750ml/12pk 2. Brusco dei Barbi Toscana IGT 750ml/12pk 3. Rosso di Montalcino DOC 750ml/12pk 4. Rosso Senza Solfiti Toscana IGT 750ml/12pk (Organic/Sustainable)	ON PREMISE BTB 1. Brunello di Montalcino DOCG 750ml/12pk – 1.5L/1pk – 3L/1pk 2. Brunello di Montalcino Riserva DOCG 750ml/6pk 3. Brunello di Montalcino Vigna del Fiore DOCG 750ml/6pk
	OFF PREMISE PRIORITIES 1. Brusco dei Barbi Toscana IGT 750ml/12pk 2. Morellino di Scansano DOCG 750ml/12pk 3. Rosso di Montalcino DOC 750ml/12pk 4. Brunello di Montalcino DOCG 75ml/12pk 5. Rosso Senza Solfiti Toscana IGT 750ml/12pk