

# Fontana Candida





# FONTANA CANDIDA

## MISSION STATEMENT

To capitalize on the unique prestige of the Frascati wine to rekindle American consumers' passion for traditional Italian appellations, rooted in the territory, and rich with a millennial history

## KEY INFORMATION

- Fontana Candida was founded in 1958 and quickly became the shining star of Frascati's worldwide success for over 60 years.
- Fontana Candida is today Frascati's undisputed category leader and one of the most important wine producers in Latium
- Frascati DOC created in 1966
- Frascati Superiore DOCG created in 2011
- Frascati, produced since the antiquity on the Roman hills, has deservedly been called "the wine of popes and of the people"
- The winemaker, Mauro Merz, began working with Fontana Candida in 2001. He oversees selection of grapes from 210 hectares of vineyards

## PRIORITY SKUs



Frascati DOC  
\$14.99



Pinot Grigio  
IGT \$14.99

## OPPORTUNITY GENERATORS



Terre dei Grifi  
Frascati DOC  
\$17.99



Luna Mater Frascati  
Superiore Riserva  
DOCG \$28.99



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## APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Frascati DOC
- Frascati Superiore DOCG
- Pinot Grigio IGT delle Venezie

## COMPETITIVE SET:

- San Marco
- Colli di Catone
- Eremo Tuscolano
- Poggio le Volpi

## ADJACENCIES :

- Italian white wine section
- Other Frascati wines (see competitive set)
- Appellation-defined white wines from Italy (Vermentino, Soave, Gavi, Falanghina, Greco di Tufo, Fiano di Avellino, Pecorino)
- Cold box – next to Pinot Grigio and Sauvignon Blanc
- Italian-inspired displays

## SHELF POSITIONING



## ITALY, LAZIO





# FONTANA CANDIDA

NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p><b>ON-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Frascati 750ml/12pk</li> <li>2. Pinot Grigio 750ml/12pk</li> </ol>	<p><b>ON PREMISE BTG PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Frascati DOC 750ml/12pk</li> <li>2. Pinot Grigio IGT 750ml/12pk</li> </ol>
<p><b>OFF-PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Frascati 750ml/12pk</li> <li>2. Pinot Grigio 750ml/12pk</li> </ol>	<p><b>ON PREMISE BTB</b></p> <ol style="list-style-type: none"> <li>1. “Terre dei Grifi” Frascati DOC 750ml/12pk</li> <li>2. “Luna Mater” Frascati Superiore DOCG 750ml/6pk</li> </ol> <p><b>OFF PREMISE PRIORITIES</b></p> <ol style="list-style-type: none"> <li>1. Frascati DOC 750ml/12pk-1.5L/6pk</li> <li>2. Pinot Grigio IGT 750ml/12pk – 1.5L/6pk</li> </ol>