



CANTINE
MASCHIO

MASCHIO ZERO

LAUNCH DECK

TABLE OF CONTENTS

ABOUT MASCHIO	3
WHY MASCHIO?	4
MARKET TRENDS	5
SHELF SET	6
MASCHIO ZERO WHITE SPARKLING	7
POS PROGRAM	8

01

ABOUT MASCHIO

Maschio is a leading Italian Prosecco brand, known for bringing premium DOC-quality Prosecco to American tables, rooftops, picnics, or wherever you choose to enjoy your wine. Our story began in 1973 when founder Bonventura Maschio transformed a distillery into a state-of-the-art winery, dedicated to creating sparkling wines that capture the essence of our region. Since then, we've been committed to sharing the tradition and craftsmanship of our Prosecco with wine lovers across the globe.



Cantine Maschio exterior

02

WHY MASCHIO

DOC-level, High Quality Prosecco

Maschio Prosecco is crafted to the highest standards, with premium DOC certification, ensuring consistent quality and authenticity in every bottle.

Certified Sustainable Production

When it comes to sustainability, we walk the talk and take the stewardship of our region seriously. Our wines certainly sparkle, but so do our efforts to make sure that our land will continue to make Prosecco for generations to come. How do we do this, you ask? Through certification of our production process, internal water conservation and recycling.

First Press Only

Maschio uses a single fermentation and only the first-press “mosto fiore” to preserve the grape’s fresh, aromatic fruitiness. of our production process, internal water conservation and recycling.

03

MARKET TRENDS



\$844M

Off-premise adult NA (ANA) beverage dollar sales reached **\$844 million** in sales in 2024, up 26% year-over-year, for the 52-week period ending February 1, and gained nearly a 1% share of the total alcohol space. (NIQ 2025).



Health & Wellness Evolution Wellness will proliferate in consumer importance, with moderation driving non alcohol sales. (Nielsen 2024)



The **no/low alcohol** category is attracting an increasingly significant number of new consumers. **93%** of consumers who buy ANA offerings also **purchase alcoholic beverages**. (IWSR)



\$2.4M

Non-Alcoholic Sparkling Wine is growing **+17.3%** and represents **\$2.4M**.

(NielsenIQ Total USxAO including Total US Liquor Open State dollar sales for the latest 26 weeks ending 2/01/25)

04

SHELF SET



05

MASCHIO ZERO WHITE SPARKLING



Cantine Maschio combines winemaking experience with innovation dealcoholization technology to create Maschio Zero.

These beverages originate from the alcoholic fermentation of grape must, followed by careful dealcoholization process

White with golden hues, fruity and floral perfume well-balanced with an appropriate freshness.



Alcohol
0.0%



Residual
Sugar
38g/l



Serving
Temperature
6-8° C



Size
750ml

06

POS Program



Shelftalker



KV 12x18



Casecard



5x7 table tent/
postcard front



Postcard

[Link to Assets Here](#)

THANK YOU!

www.website.com

MASCHIO ZERO

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