



Riunite[®] ZERO

RED SEMI-SPARKLING

01 MEET RIUNITE

Riunite, established in 1950, began as a coalition of nine co-op wineries in Reggio Emilia and has grown into a global leader in wine production. Owned by 1,450 winegrowing families, Riunite operates eight cooperative winemaking centers and cultivates 4,600 hectares of vineyards, processing 89,000 tons of grapes annually.

Best known for its light, refreshing, and naturally sweet Lambrusco—America's **#1 selling Italian wine**—Riunite brings people together, elevating everyday moments. Committed to sustainability, the brand continuously reduces its carbon footprint while preserving the essence of Italian craftsmanship in every bottle.



The Vineyards of Emilia Romagna

02

WHY RIUNITE?

The World's #1 Lambrusco

Recognized as one of Italy's pioneering brands in the American market as the No. 1 imported wine in the U.S. from 1976 until 2000 and hitting its peak in 1985 with 11.5 million cases sold

On Ice... STILL Nice!

Riunite enchants and delights Americans by bringing friends and families together, livening up occasions big or small. With its smooth, refreshing taste, Riunite is the perfect way to unwind and reconnect—whether it's a casual night in or a lively celebration. Best enjoyed chilled over ice, it's the go-to choice for making every moment more enjoyable, proving that on ice, it's still nice!

The Spirit Of Emilia Romagna

Emilia-Romagna, the birthplace of Lambrusco, blends rich winemaking history with a spirit of fellowship and pride in collective achievement. From this land, the red bubbles of Emilia spread worldwide, embodying the pride of "Made in Italy."

03

MARKET TRENDS



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, and **93%** of consumers who buy ANA offerings **also purchase alcoholic beverages**. (IWSR)



Non-Alcoholic Red is a **\$12.6M segment** nationally with **\$2.4M of growth**, growing **+17.3%**

- ✓ Accounts for **24.5%** of non-alcoholic sales and drives **18.2%** of non-alc growth nationally
- ✓ \$8-10.99 is the **#1 selling and growing non-alc red** price segment

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

04 SHELF SET



ALCOHOL-REMOVED WINE
Fre



ARIEL



05

RIUNITE ZERO RED SEMI-SPARKLING



Cantine Riunite combines winemaking experience with innovation dealcoholization technology to create wine-based beverages

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

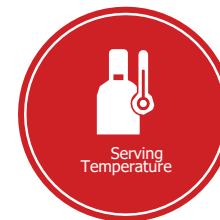
Deep ruby red, fruit and harmonious perfume, with spicy notes. Fruity and sweet taste, well-balanced by an appropriate freshness



0.0%



80g/l



6-8°C



750ml

06

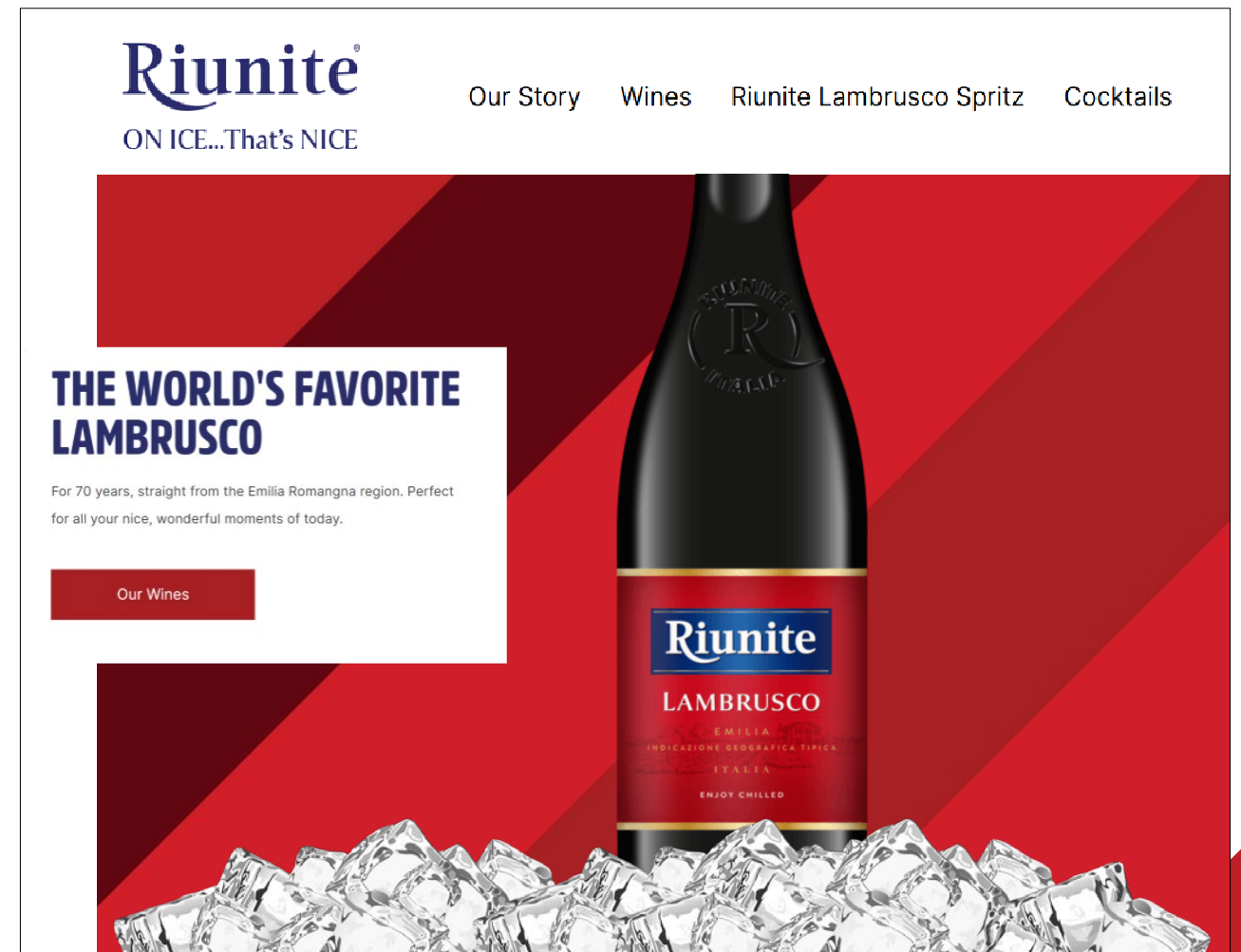
RIUNITE IN THE U.S.

Riunite is Building a Strong and Engaged Digital Presence

We're actively shaping a dynamic online brand presence that connects with wine lovers everywhere. Through compelling storytelling and rich content, we celebrate the vibrant culture of Italian sparkling wines, fostering a community united by a passion for quality and authenticity. Our digital strategy is continuously expanding, deepening customer connections, and enhancing brand recognition.

Key Brand & Marketing Focus

- Cultivating a vibrant and authentic online presence.
- Telling stories that capture the true spirit of Emilia Romagna.
- Reconnecting with long-time fans and welcoming new Riunite enthusiasts.
- Creating and sharing content that resonates with the brand's values, highlighting Riunite as the perfect way to bring people together.
- Delivering authentic experiences with a focus on quality.



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MARKETING SUPPORT

Social Media Campaigns

#RiuniteOnIce #NAonIce

Utilizing key platforms (Instagram, &TikTok) to engage with our target audience.



Engaging Creative Content

Creating short, captivating content that highlights the unique selling propositions of Riunite Zero.



Influencer Partnerships

Partnering with influencers who represent Riunite's spirit and reach target consumers in key markets

Public Relations

Press Release Promoting the Launch of Riunite's Non-Alcoholic Lambrusco and Media Pitch Ideas

08

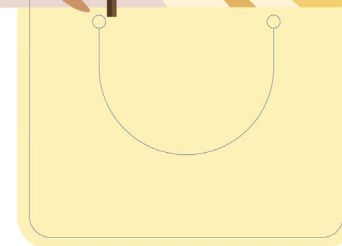
POS PROGRAM



Shelftalker



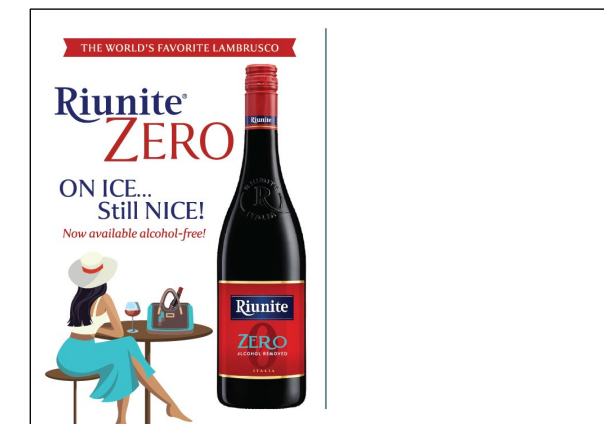
KV 12x18



Casecard



5x7 table tent/
postcard front



Postcard

[Link to Assets Here](#)

THANK YOU!

www.riunite.com

Riunite®

DRINK RESPONSIBLY, ENJOY CHILLED

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