RAPITALÀ

TENUTA RAPITALÀ

MISSION STATEMENT

Capitalizing on centuries of unique winemaking and culinary traditions deriving from the rich history of Sicily, by providing consumers with world-class wines rooted in the territory.

KEY INFORMATION

- Established in 1968 by Count Hugues Bernard de la Gatinais and now managed by his son Laurent
- Owes its name to ancient Arabic words meaning “The River of Allah”
- 550 hectares of cultivated land
- Located in Camporeale (Palermo)
- Production is centered on the regions’ main products: Grillo, Catarratto, Nero d’Avola, and Syrah

PRIORITY SKUs

“Viviri” Grillo Sicilia DOC $17.99

“Alto Reale” Nero d’Avola Sicilia DOC $17.99

OPPORTUNITY GENERATORS

“Nadir” Syrah Sicilia DOC $23.99

“Hugonis” Cabernet Sauvignon/Nero d’Avola Sicilia IGT $51.99

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APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Sicilia DOC (Grillo, Nero d'Avola, Syrah)
- Sicilia IGT (Hugonis)
- Alcamo DOC (Catarratto)

COMPETITIVE SET:

- Planeta
- Cusumano
- Donnafugata
- Morgante

ADJACENCIES :

- Italian wine section
- Sicilian wine section (if any)
- Appellation-defined wines from Italy (Vermentino, Cannonau, Gavi, Negroamaro, Greco di Tufo, Montepulciano d'Abruzzo, Pecorino, etc.)
- Cold box (Grillo and Catarratto) next to Pinot Grigio and Sauvignon Blanc
- Italian-inspired displays

SHELF POSITIONING

ITALY, SICILIA

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NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
ON-PREMISE PRIORITIES 1. "Viviri" Grillo Sicilia DOC 750ml/12pk 2. "Alto Reale" Nero d'Avola Sicilia DOC 750ml/12pk	**ON PREMISE BTG PRIORITIES** 1. "Viviri" Grillo Sicilia DOC 750ml/12pk 2. "Alto Reale" Nero d'Avola Sicilia DOC 750ml/12pk
	ON PREMISE BTB 1. "Nadir" Syrah Sicilia DOC 750ml/12pk 2. "Hugonis" Cab. Sauv./Nero d'Avola 750ml/6pk
OFF-PREMISE PRIORITIES 1. "Viviri" Grillo Sicilia DOC 750ml/12pk 2. "Alto Reale" Nero d'Avola Sicilia DOC 750ml/12pk	**OFF PREMISE PRIORITIES** 1. "Viviri" Grillo Sicilia DOC 750ml/12pk 2. "Alto Reale" Nero d'Avola Sicilia DOC 750ml/12pk 3. "Nadir" Syrah Sicilia DOC 750ml/12pk