

VILLA POZZI

High Quality Wines from Sicily at a Great Value

INTRODUCING NEW PREMIUM PACKAGING FOR VILLA POZZI!



NEW PACKAGE BENEFITS

- **Better communicates Villa Pozzi's Sicilian origin**
 - Front label features the 'Trinacria' logo, symbolizing the shape of Sicily's island
 - Front label image reflects actual Villa Pozzi winery, increasing authenticity
 - Back label tells a more compelling brand story
- **Improves Quality Cues**
 - IGT quality designation added to the front label, increasing quality perception with both accounts and consumers

ACTION

- **Drive trial and awareness on Villa Pozzi with new BTG placements and Off Premise displays**

SICILY'S TIME HAS COME AND VILLA POZZI OFFERS APPROACHABLE, PREMIUM QUALITY WINES AT A GREAT VALUE!

©2015 Deutsch Family Wine & Spirits, White Plains, NY 10604. Please Enjoy Responsibly.

