

# New Villa Pozzi Grillo

## SITUATION

Consumers enjoy trying new wines from unique growing regions and sharing their discoveries with friends and family.

Discovering new wines makes consumers feel “in the know” and confident around their wine choices

## IDEA

Appeal to consumer’s desire for discovery by adding Villa Pozzi Grillo to your BTG wine list.

## GRILLO BACKGROUND

Grillo is a classic Sicilian varietal and a symbol of the wine history of the island. In the past, Grillo had been used mainly as a blending grape, but as quality improved, it has progressed to a stand-alone varietal wine. Today, it is one of most recognized white wines in Sicily.

## FEATURES AND BENEFITS

### Features

Grillo has been widely planted in Sicily since 1897 and is known as a symbol of Sicilian wine.

Food-friendly wine that pairs well with traditional Mediterranean dishes, like light pastas and fish, but also is flavorful enough to be enjoyed alone.

High quality wine at an attractive price point

### Benefits

► Delivers on consumers’ desire to explore and try new wines while dining out.

► Offers a high quality wine with long wine history

► Perfect option for diners looking for a white wine that can be enjoyed before dinner and also paired with a wide variety of cuisines.

► Offers diners a strong value proposition which encourages trial and repeat purchase

## TASTING NOTES

With a straw yellow color, Villa Pozzi Grillo exhibits aromas of exotic and white flowers, while on the palate, it is fresh and fruity with notes of mango and pineapple. It is a medium bodied, well-balanced wine with delicate acidity and a persistent finish.

## ASK

Grow your sales and excite your diners by adding Villa Pozzi Grillo to your BTG wine list!



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