



LIMONCELLO D'AUTORE DAL 1890

2016 VILLA MASSA LIMONCELLO GIFT PACK (750 ML)

THE ALL NATURAL CHOICE FOR LIMONCELLO

This traditional family Limoncello recipe dates back to 1890 and is all natural, with no preservatives, no flavorings, and no coloring agents. Made using 100% lemon peels of the special P.G.I. Sorrento Oval lemon variety.



Background

- For sophisticated liqueur and cocktail drinkers who enjoy trying new drinks and flavors, Villa Massa Limoncello offers a new and authentic taste experience
- A pioneer in the limoncello category
- An authentic Italian brand
- Made with fresh lemon peels from Sorrento (PGI Lemons)

The Idea

- Provides consumers with added value in a trial-driving gift pack during the summer season
- Promotes the mixability and versatility of Villa Massa as a refreshing summer cocktail alternative

How It Works

- Available for retailers to take delivery May 2016
- The gift pack is a proven off-premise proposition to increase visibility and consideration
- Features one (1) 750ml bottle with one (1) branded Tonic glass
- Same everyday 750 mL price - no upcharge

Key Benefits

- 100% Natural – made with highest quality ingredients
- Authentic - made-to-order from Sorrento, Italy
- Stands out from the category showcasing the refreshing versatility of Villa Massa on its own or in a variety of classic to contemporary cocktails

Next Steps

- Place orders today for delivery May 2016

92 POINTS



Btls/CS	Package	ALC. %	UPC	SCC	Case Weight	Case Dimensions (LxHxD)	CS/Pallet	CS/Layer	Layers/Pallet
6	750	30	085917111711	10085917111718	22.7 lbs	16.85"x9.37"x9.37"	48	8	6

VillaMassa.com

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