

ELEVATE YOUR PROFITS AND YOUR CUSTOMERS' EXPERIENCE WITH BARONE FINI VALDADIGE PINOT GRIGIO



SITUATION

- Consumers strive to understand where their products come from and learn the story behind brands. They seek wines with a sense of place.
- The #2 white wine varietal in the U.S. is Pinot Grigio, and 27% of all Pinot Grigio consumed in the U.S. comes from Italy.
- At 4.9%, the growth of Italian wines is 2.7x the growth of the total wine category of 1.7%¹.
- Barone Fini's by the glass volume grew 35% with a velocity of 21.8².

IDEA

Barone Fini Pinot Grigio has the proven quality and winemaking heritage to impress diners and increase by the glass profits.

FEATURES OF BARONE FINI

Founded in 1497 by two noble Venetian families, Barone Fini is still family-owned and operated over 500 years later. Its 15th generation winemaker is a direct descendant of the original families.

Barone Fini is produced in the Trentino-Alto Adige region, the birthplace of Pinot Grigio. The cool, crisp climate and mountainous terrain create wines that are crisp, bright, and balanced.

Barone Fini carries a DOC designation, Italy's highest classification for Pinot Grigio, but is priced at IGT prices.

Barone Fini has a by the glass velocity of 21.8 cases per point of distribution².

BENEFITS TO ON-PREMISE ACCOUNTS

Because consumers care about where their wines come from and how they are made, Barone Fini's history and story will delight your patrons and make their meal memorable.

Barone Fini's long winemaking expertise makes it a Pinot Grigio expert, providing your patrons with a high quality drinking experience.

Barone Fini's terroir yields wines with bright acidity and minerality, making the wines highly food friendly. They are a perfect pairing to a variety of restaurant dishes so patrons are likely to order a second glass.

Barone Fini delivers a better tasting and higher quality wine than its similarly-priced IGT competitors, making it a superior value for your customers.

Barone Fini's DOC quality, attractive price, and higher turns result in lower pouring costs versus key competitors, adding more dollars to your bottom line.

Feature Barone Fini by the glass for an enhanced customer experience, repeat orders, and higher profits.