

ELEVATE YOUR CUSTOMER BOTTLE PURCHASE EXPERIENCE WITH
 A LIMITED PRODUCTION WINE FROM A TRUSTED BRAND
BARONE FINI ALTO ADIGE PINOT GRIGIO



SITUATION

- Consumers strive to understand where their products come from and learn the story behind the brands. They seek wines with a sense of place.
- Pinot Grigio is an important segment in the on premise, representing over 8% of sales volume.¹
- Barone Fini Alto Adige Pinot Grigio on-premise volume grew 73%.²

IDEA

Alto Adige Pinot Grigio is a limited production DOC Pinot Grigio designed to impress diners while retaining a high profit margin.

FEATURES OF BARONE FINI ALTO ADIGE	BENEFITS TO ON-PREMISE ACCOUNTS
<p>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.</p>	<p><i>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.</i></p> <p><i>Barone Fini's long winemaking expertise makes it a Pinot Grigio expert, providing your patrons with a high quality drinking experience.</i></p>
<p>Barone Fini Alto Adige Pinot Grigio is grown in the high altitude vineyards of the Trentino-Alto Adige region.</p>	<p><i>The cool, crisp climate and mountainous terrain create a lush, full bodied wine that is crisp, bright, and balanced. Alto Adige is a robust Pinot Grigio with concentrated flavors and bright acidity making it highly food friendly. Its lush flavor profile pairs perfectly with a variety of dishes, making it an ideal bottle choice.</i></p>
<p>Barone Fini carries a DOC designation, Italy's highest classification for Pinot Grigio, but is priced at IGT prices.</p>	<p><i>Barone Fini delivers a better tasting and higher quality wine than its similarly-priced IGT competitors, making it a superior value for your customers.</i></p>
<p>Barone Fini Alto Adige Pinot Grigio has on premise growth of 73%.</p>	<p><i>Feature Barone Fini Alto Adige Pinot Grigio as a premier by the bottle option for an enhanced customer experience, repeat orders and highest profit margin in the bottle category.</i></p>

Feature Barone Fini Alto Adige Pinot Grigio as the by the bottle of choice for an enhanced customer experience.

¹Nielsen On Premise Eating & Drinking 52 weeks ending 12/31/2016, ²Diver rolling 12 months ending Feb 2017
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