

# BARONE FINI OFFERS A HIGH QUALITY, GREAT TASTING PINOT GRIGIO WITH AN AUTHENTIC BRAND STORY



## SITUATION

- Barone Fini has experienced significant by the glass expansion over the past 3 years, growing +35% in the past year<sup>1</sup>
- Placements in top regional restaurants have driven consumer trial and now they are looking to bring their positive experience home.
- Barone Fini growth (+39%) is outpacing the \$10-\$15 segment (+17%)<sup>2</sup>

## IDEA

Consumers recognize Barone Fini's superior value and are voting for it with their wallets making Barone Fini Valdadige Pinot Grigio a compelling sales proposition for retailers.

## FEATURES & BENEFITS

FEATURES OF BARONE FINI VALDADIGE	BENEFITS TO RETAIL ACCOUNTS
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.	<i>Because consumers care about where their wines come from and how they are made, Barone Fini's history and authenticity will delight patrons. Its long history of winemaking makes Barone Fini Pinot Grigio experts, providing consumers with a high quality drinking experience.</i>
Barone Fini is designated DOC, Italy's highest classification for Pinot Grigio quality but it is priced like IGT designated wines.	<i>With a suggested retail price of \$12.99, Barone Fini is positioned as the best value and lowest price of any top DOC Pinot Grigio.</i>
Barone Fini is grown and produced in the Valdadige zone of Trentino-Alto Adige, a region highly esteemed for crisp and balanced Pinot Grigios.	<i>The crisp, clean fruit flavors, bright acidity and balanced minerality make Barone Fini Valdadige Pinot Grigio a pallet pleaser which consumers will repurchase as their "go to" Pinot Grigio.</i>
Barone Fini helps retailers consistently make a healthy profit margin. In major markets, Barone Fini's velocity is higher than competitive brands in the \$8-\$14 price tier. <sup>1</sup>	<i>High velocity and repeat purchases add more dollars to a retailer's bottom line.</i>

**Feature Barone Fini Valdadige Pinot Grigio - A Wine With Pedigree & Profitability.**