

VILLA POZZI

High Quality Wines from Sicily at a Great Value

SITUATION

- Customers enjoy trying new wines from unique growing regions and sharing their discoveries with friends and family.
- Wine Spectator recently declared that Sicily is one of the “most distinctive and exciting wine regions today.”*

IDEA

Offer customers the opportunity to discover Sicilian wines at an approachable price by featuring Villa Pozzi.

FEATURES AND BENEFITS

- From indigenous varietals, like Nero D’Avola, to more traditional varietals, like Pinot Grigio, Moscato, Cabernet Sauvignon and Merlot, Villa Pozzi offers a wine that fits with your customers’ tastes and preferences at a great value.



Features

Villa Pozzi is grown and produced in Sicily which has been recognized as an up and coming wine region in Italy by top wine publications.

Villa Pozzi's elegant and sleek packaging and high quality wine over deliver for the price.

Nero D'avola, a native varietal to Sicily, offers red wine drinkers an exciting new varietal to explore.

ASK

Differentiate your establishment and excite your customers by offering Villa Pozzi wines!

Benefits

Villa Pozzi satisfies customers' desire to experience new wines and share their discoveries with friends and family.

Villa Pozzi's approachable price point and attractive packaging increases customer trial and its high quality wine drives repeat purchase.

Nero D'avola's unique offering at retail or as a BTG pour helps drive trial with customers, particularly Millennials, who enjoy exploring new varietals.

