



TERRA D'ALIGI®

THE NEXT GENERATION OF ABRUZZO IS HERE



Consumers still want affordable premium wine, they just no longer want generic premium wine.



The category
is changing

Old Abruzzo

- ❌ Dried fruit profiles
- ❌ Generic wine profile
- ❌ Volume-driven positioning
- ❌ Site-Ambiguous
- ❌ Conventional category styling

Modern Abruzzo

- ✅ Fresh fruit profile
- ✅ Lifted aromatics
- ✅ Gastronomic positioning
- ✅ Terroir-driven
- ✅ Elevated presentation styling



Terra d'Aligi
leads the way

- ✅ Third Generation family leadership
- ✅ Pure fruit expression
- ✅ Better value at every price
- ✅ Certified organic vineyards
- ✅ Cleaner winemaking practices
- ✅ Elevated contemporary packaging
- ✅ All-channel versatility



The consumer is
already here

- ✅ Montepulciano d'Abruzzo is already one of the fastest-growing categories in US scan data
- ✅ Consumers are actively exploring:
 - Authentic, regional Italy
 - Discovery-driven wines
 - Affordable premium quality
- ✅ Pecorino is emerging as one of the most important new Italian white opportunities
- ✅ Abruzzo producers are moving beyond their bulk past and exploring their terroir



Pricing (All 6pk)

Classic Tier: Montepulciano & Pecorino \$38 FOB SS, Wholesale Est \$10-\$11/btl, SRP \$14.99/\$15.99
Cru Tier: Zite Bianco(Pecorino blend) \$52 FOB SS, SRP \$19.99; Tatone Montepulciano \$58 FOB SS, SRP \$21.99



Helping America live deliciously since 1985



TERRA D'ALIGI®

Elevator Pitch

Terra d'Aligi represents the next evolution of Abruzzo, showcasing cleaner, more precise, terroir-expressive wines that move beyond the traditional dried fruit styles of years past featured by many leading brands and that appeal to today's consumer taste preferences.

Our portfolio delivers authentic regional character, modern premium packaging, and a trade-up ladder across core Abruzzo varieties like Montepulciano and Pecorino.

Why it Sells Now



Montepulciano d'Abruzzo outperforms broader imported red trends in scan



Pecorino is one of the fastest growing white varietals



Consumers increasingly seek authentic, regional wines



Consumers continue trading up while seeking affordable quality



Discovery-driven wines are fueling category growth

Competitive Differentiation

- Fresher, brighter fruit profile
- More terroir-focused
- More gastronomic & versatile



SKU Positioning & Selling Points

Item Name	Sell To	Alternative To	Why it Wins
Montepulciano d'Abruzzo DOC	• Italian Restaurants • Independent Retail • Steakhouses • Premium Grocery	Zaccagnini Masciarelli Other Italian Reds Cab/Merlot	• Pure fruit expression • Cleaner winemaking • Versatility with food • Contemporary appeal
Pecorino Terre d'Abruzzo IGP	• Seafood & Italian • Mediterranean • BTG • Adventurous retail	Sauvignon Blanc Pinot Grigio Vermentino	• Aromatic & fresh • Wide food range • Easy to love • Exciting, emerging category
Bianco "Zite"	• Sommelier Concepts • Upscale BTG • Fine Dining • Fine Wine Retail	White Blends Chardonnay Sancerre Vermentino	• Textured richness • Layered complexity • Distinctive blend • Culinary versatility
Montepulciano "Tatone"	• Sommelier Concepts • Upscale BTG • Fine Dining • Fine Wine Retail	Cabernet Merlot Syrah Other Red Blends	• Structure & Depth • Beautiful oak integration • Ageability • Premium positioning

Ideal Account Targets

Independent Retail	Italian/ Mediterranean Restaurant	Pasta/ Steakhouse Restaurant	Wine Bar	Premium Grocery

Objection Handling

- **Q: Why another Montepulciano**
- A: Consumers are moving to better expressions. We offer a fresher, more modern style that delivers authenticity along with premium cues.
- **Q: How is this different from market leaders?**
- A: We offer a fresher, cleaner, terroir-expressive style, with a more elevated presentation and food-friendly balance.
- **Q: Who is the target consumer?**
- A: 25-55 year olds, educated, with high household incomes who enjoy cooking, authentic Italian wines, discovering new wines, and who value premium quality.



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