

ENOTEC'S EMILIA-ROMAGNA

Classic Authenticity, Modern Crafting. From Our Families, To Yours.





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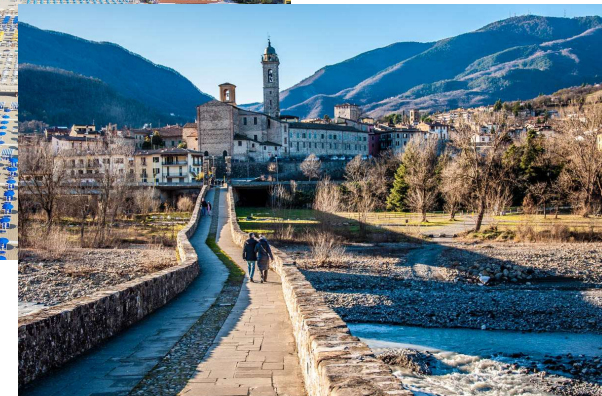


ENOTEC'S EMILIA-ROMAGNA



LOCATION/CLIMATE

- ❑ Includes most of the Po River Valley, a deep alluvial plain containing some of Italy's most fertile agricultural land
- ❑ Nestled between the Alps (north) and Apennines (south)
- ❑ Stretches from the beaches of Rimini on the Adriatic, to the slopes of Piacenza...nearly to the Mediterranean but for the Apennines!
- ❑ Nearly half of the region (48%) consists of plains while 27% is hilly and 25% mountainous
- ❑ Wide range of climates from cooler coastal, to warmer inland valley (50% of wine production), to cooler again as elevation increases



ENOTEC'S EMILIA-ROMAGNA



EMILIA-ROMAGNA'S PAST

- ❑ Has been a highly populated area since ancient times
- ❑ Originally mostly marshland, but reclaimed over thousands of years by:
 - ✓ Etruscans—who introduced winemaking
 - ✓ Gauls
 - ✓ Romans-Ravenna was once Western Roman Empire's capital
- ❑ After the fall of Roman Empire in 6th Century, Emilia ruled by Lombards and Romagna by Byzantines—both with flourishing economies
- ❑ Later a Papal State and part of Holy Roman Empire



ENOTEC'S EMILIA-ROMAGNA



EMILIA-ROMAGNA'S PAST

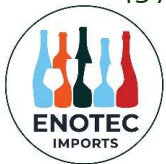
- ❑ University of Bologna (oldest in the world) established in 1088—making this region a magnet for intellectual, political, and economic leaders
- ❑ Emilia-Romagna becomes part of Italian Kingdom in 1860's
- ❑ Following WWI, was the center of “Biennio Rosso” (left wing agitations) paving the way for Benito Mussolini's (native of Emilia-Romagna) coup d'état in 1922
- ❑ Occupied by Germany towards the end of WWII, and site of numerous Nazi war crimes including Marzabotto massacre (mass murder of at least 770 civilians)



ENOTEC'S EMILIA-ROMAGNA

EMILIA-ROMAGNA'S PAST

- ❑ Post World War II: The intellectual, agricultural, tourism, and industrial wealth of this region leads to accelerated recovery
- ❑ Export driven nature of Emilia-Romagna's businesses key to this success
- ❑ Manufacturing
 - ✓ Automotive: Ferrari, Lamborghini, Maserati
 - ✓ Motorcycle: Ducati
 - ✓ Home Appliance: Smeg
 - ✓ Chemical: Natural Gas, Fertilizers, Pharmaceutical
- ❑ Agriculture/Cuisine
 - ✓ Bologna, Parma, and Modena—widely regarded as home to some of the finest (and richest) food traditions in all of Europe
 - ✓ Meat: Prosciutto di Parma, Mortadella Bologna, numerous Salumi
 - ✓ Dairy: Parmigiana Reggiano, Provolone Valpadana, Grana Padano
 - ✓ Pasta: Tortellini, Tagliatelle, Cappelletti (Barilla Brand produced here)
 - ✓ Vinegar: Aceto Balsamico di Modena
- ❑ Wine!
 - ✓ Lambrusco—one of Emilia-Romagna's most successful exports of the 1970's and 80's



ENOTEC'S EMILIA-ROMAGNA



EMILIA-ROMAGNA'S PRESENT

- ❑ One of the wealthiest and most developed regions of Europe, and one of the cultural, economic, and tourist centers of Italy
- ❑ Bologna, its capital, has one of Italy's highest quality of life indices
- ❑ Nine (9) Administrative Provinces with most of wine production in the five (5) central Provinces
- ❑ Now the 4th largest wine producing region in Italy, with roughly 11% of total production (68 million cases/year)



ENOTEC'S EMILIA-ROMAGNA



EMILIA-ROMAGNA'S FUTURE

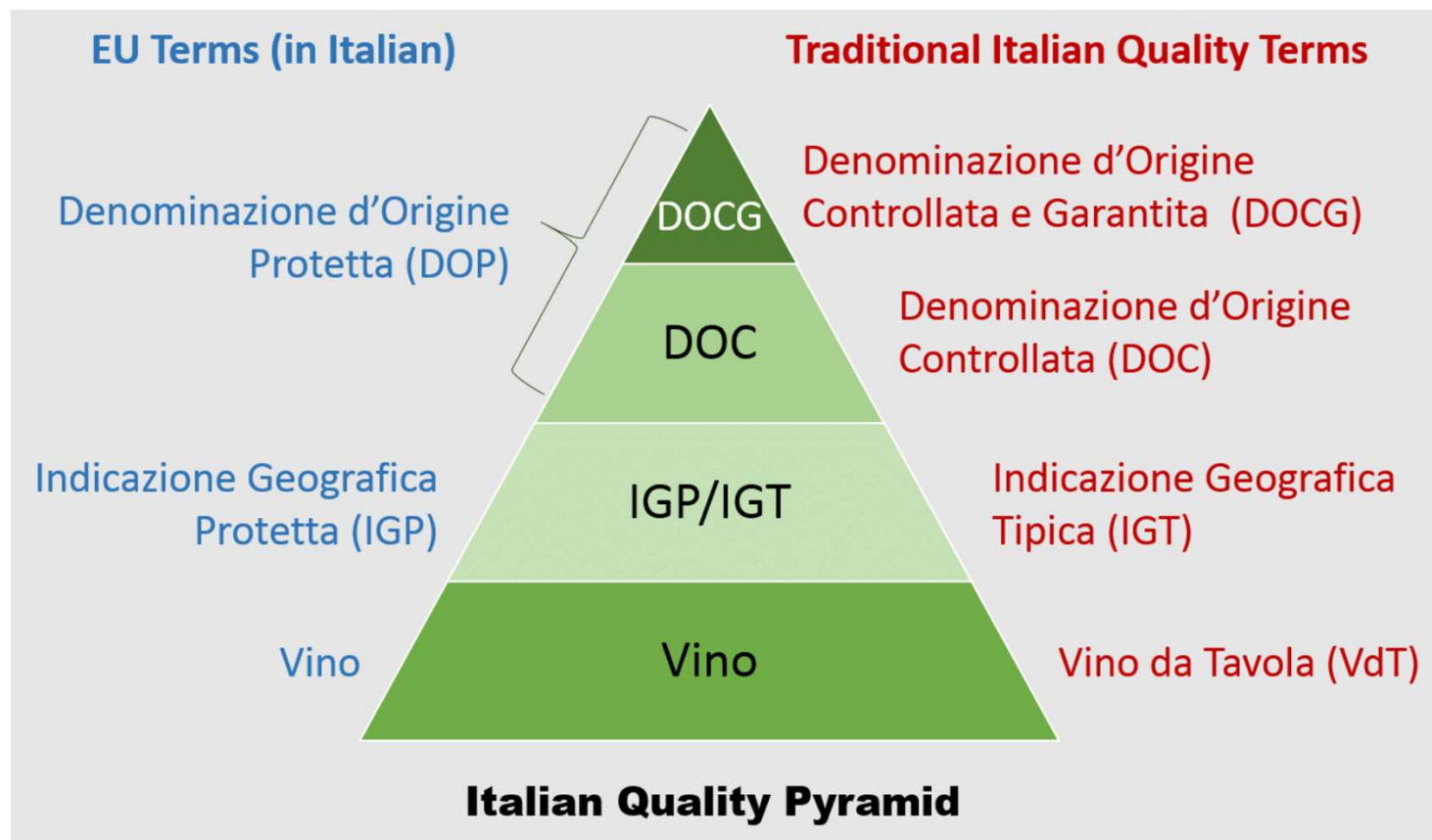
- ❑ A younger generation of vintners with a resurgent focus on quality in the vineyard and winery
- ❑ Increased attention paid to viticultural sub-zones to increase diversity of wine styles, and the use of Sustainable Agriculture
- ❑ Lambrusco!!! Italian sparkling wines are driving category growth, because Lambrusco offers:
 - ✓ A refreshing taste profile that appeals to both sweet and dry wine drinkers
 - ✓ Styles ranging from rosé light enough to rival Prosecco to a deep red so heady and full-bodied that it can hold its own against Italy's great Piemontese and Tuscan flagship wines
 - ✓ Extreme versatility with food/On-premise BTG opportunities
 - ✓ Terrific quality for the price
 - ✓ An increased focus on drier, higher alcohol wines with balanced, fresh acidity



ENOTEC'S EMILIA-ROMAGNA



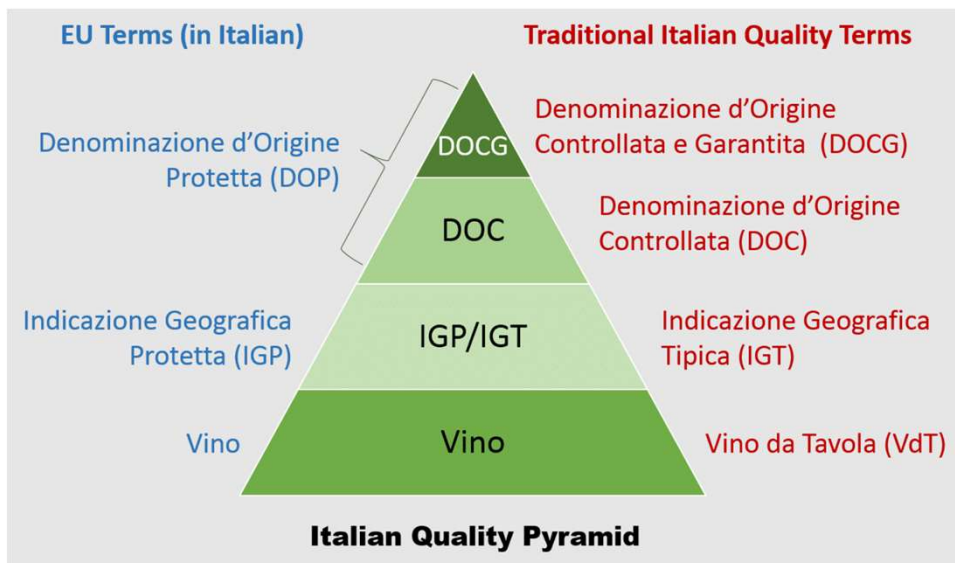
ITALY'S REGIONS/APPELLATIONS



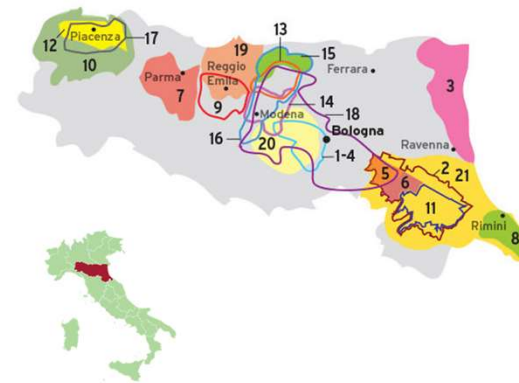
ENOTEC'S EMILIA-ROMAGNA



EMILIA-ROMAGNA'S REGIONS/APPELLATIONS



Emilia-Romagna



DOCGs

- 1 Colli Bolognesi Pignoletto
- 2 Romagna Albana

DOCs

- 3 Bosco Eliceo
- 4 Colli Bolognesi
- 5 Colli d'Imola
- 6 Colli di Faenza
- 7 Colli di Parma
- 8 Colli di Rimini
- 9 Colli di Scandiano e di Canossa
- 10 Colli Piacentini
- 11 Colli Romagna Centrale
- 12 Gutturio
- 13 Lambrusco di Sorbara
- 14 Lambrusco Grasparossa di Castelvetro
- 15 Lambrusco Salamino di Santa Croce
- 16 Modena
- 17 Ortrugo dei Colli Piacentini
- 18 Pignoletto
- 19 Reggiano
- 20 Reno
- 21 Romagna

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- ❑ Currently 2 DOCG's, 19 DOC's, and 9 IGT/IGP's
- ❑ Romagna Albana DOCG was Italy's very first for white wine
- ❑ Novello, Superiore, and Riserva designations further allowed for some wines



ENOTEC'S EMILIA-ROMAGNA



GRAPES



- ❑ Trebbiano (30% of Emilia-Romagna plantings)
 - ✓ Italy's most widely planted white grape variety
 - ✓ Light to medium bodied, high acidity. Aromas & flavors of white flowers, peach, citrus, and minerals
 - ✓ Produces White, Sparkling, and White Passito Dessert wines
- ❑ Sangiovese (16% of Emilia-Romagna plantings)
 - ✓ Italy's most widely planted red grape variety
 - ✓ Medium to Medium-full bodied, high acidity. Aromas & flavors of sweet or sour red cherry, plum, herbs, licorice, violet, tea, underbrush, leather, and tobacco
 - ✓ Produces Red and Red Passito Dessert wines
- ❑ Lambrusco (18% of Emilia-Romagna plantings)



ENOTEC'S EMILIA-ROMAGNA



LAMBRUSCO GRAPES



- ❑ Believed to be the oldest family of Native (autochthonous) Italian grapes
 - ✓ Cato the Elder writes of grape “Labrusca” in De Agri Cultura (160 BC)
 - ✓ First mention of “Lambrusco” by Bacci (1596 AD)
- ❑ Lambrusco is Vitis Vinifera—has no relationship to Native American Vitis Labrusca
- ❑ Mainly grown in Emilia-Romagna, but also found in Lombardy, Trentino, Veneto, Sicily, and Puglia
- ❑ Thought to be as many as many as 60 varieties of Lambrusco in 1999. Most recent writings classify eight (8) closely related but different varieties of Lambrusco:
 - ✓ Lambrusco di Sorbara: Lightest, most floral (violets)
 - ✓ Lambrusco Grasparossa: Most intense/structured, dark fruit and spice
 - ✓ Lambrusco Salamino: Combines perfume of Sorbara with structure/flavor of Grasparossa
 - ✓ Lambrusco Maestri: Fruitiest/creamiest variety, but not as structured
 - ✓ Lambrusco Marani: Fruity and tannic wines, very high acid
 - ✓ Lambrusco Viadenese: Red cherry and sweet spices
 - ✓ Lambrusco Montericco: Balanced and fruity, lower alcohol/higher acidity
 - ✓ Lambrusco Barghi: Thicker skins, less juice, deeply colored, intense tannins

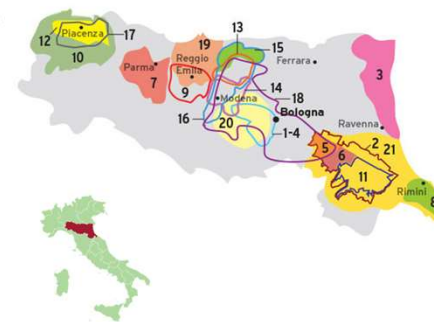


ENOTEC'S EMILIA-ROMAGNA



LAMBRUSCO SUBZONES

Emilia-Romagna



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DOCGs

- 1 Colli Bolognesi Pignoletto
- 2 Romagna Albana

DOCs

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- 19 Reggiano
- 20 Reno
- 21 Romagna

- ❑ Lambrusco Reggiano: the majority of Lambrusco wines, especially those exported across the world, are from this area in the Po river valley and hills outside Reggio Emilia. Versions range from sweet and sparkling to dry, full-bodied reds that pair well with the region's rich pastas and charcuterie.
- ❑ Lambrusco di Modena: the lively Lambrusco varieties produced in this area come in both red and rosé and are distinctive for their balance and body.
- ❑ Lambrusco di Sorbara: considered the best of the Lambrusco wines, this appellation's intense color, elegant evanescence, and violet bouquet set it apart. With its high acidity, it pairs perfectly with area delicacies like Parmigiano Reggiano, Prosciutto di Parma, and pasta con ragù.
- ❑ Colli di Scandiano e Canossa Lambrusco: the Lambrusco wines produced in these hills surrounding Reggio Emilia come in a range of intensities and can be either still or sparkling.
- ❑ Lambrusco Grasparossa di Castelvetro: with its full body, high alcohol content, and assertive tannins, this wine produced around the town of Castelvetro di Modena is a good choice for those who like bold, in-your-face reds. The deep purple colour and notes of violets, plums, strawberries, and black cherries give it a depth and character not often associated with its more lightsome cousins.
- ❑ Lambrusco Salamino di Santa Croce: this is among the most structured of the Lambrusco wines, with a deep ruby-red color, persistent bouquet, and fruitiness that cuts the fatty Emilian pork dishes down to size.
- ❑ Lambrusco Mantovano: these wines are produced in the only appellation located across the regional border in Lombardy. Generally dry and low in alcohol, they are known for their fruity, floral notes.
- ❑ Colli di Parma: this dry wine has a delicate flavor and easy-going bouquet that makes it perfect for pairing with pizza and classic pasta dishes.



ENOTEC'S EMILIA-ROMAGNA



LAMBRUSCO WINES

- ❑ Most Lambrusco wines made from more than one Lambrusco variety
- ❑ Can often also be blended (max. 15%) with Ancellotta (color), Marzemino, Malbo Gentile, or Cabernet Sauvignon (body and structure), and others
- ❑ Lambrusco is a SINGLE fermentation wine—similar to Asti Spumante but different from Champagne and Prosecco
 - ✓ The grapes are crushed and fermentation started in tank
 - ✓ Fermentation progresses in tank until roughly 9-10% alcohol (still has sugar)
 - ✓ Must is pressed off and transferred to either pressurized tank or closed bottle
 - ✓ Temperatures are kept cold (to slow down fermentation) and fermentation continues under pressure, creating the bubbles
 - ✓ When desired residual sugar level is reached (if not fermenting dry) the tank/bottle are further chilled to stop the fermentation, and the yeasts are either filtered or disgorged out
 - ✓ Final wine is either Frizzante (typically less than 2.5 atm. pressure in bottle) or Spumante (more than 3.5 atm.)



ADJACENCIES

Top quality-focused Lambrusco
Sorbara/Reggiano Wines



RIO SORBARA

SRP 14.99



RIO REGGIANO

SRP 14.99



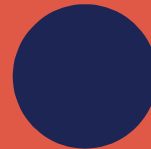
CLETO CHIARLO

SRP 16.99



LINI 910

SRP 16.99



ERMETE

SRP 15.99



ADJACENCIES

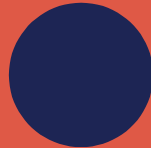
Top quality-focused Lambrusco
Grasparossa Wines



GRASPAROSSA
AMABILE
SRP 14.99



GRASPAROSSA
AMABILE
SRP 16.99



CHIARLO
GRASPAROSSA
SRP 16.99



PEDERZANA
GRASPAROSSA
SRP 16.99



CORLO
GRASPAROSSA
SRP 15.99



TARGET MIX

50%

RETAIL(will vary by market)



50%

ONSALE





DISTRIBUTION OBJECTIVES

RETAIL A/B ACCOUNTS

GRASPAROSSA-50%+

ON-PREMISE

SORBARA-Casual Fine Dining + 10%

PROGRAMMING

SUSTAINABLE PROGRAMMING

Our prices have been designed to be impactful and sustainable, we will help kick off and sustain focus

INCENTIVES

We will have incentives and/or trips available for top performers to pay off in later 2023/24

DIGITAL AD SUPPORT

We will invest in Digital marketing to drive awareness, foot traffic into the stores and to the brand on shelf in launch markets



CAMPAIGN FINANCED ACCORDING TO EU REG. N. 1308/2013
CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013

15

TIMELINE

PRODUCT ARRIVES

MAY 2023

KICKOFF MEETING

JUNE/JULY 2023

DISTRIBUTION DRIVE/DIGITAL ADS

Q2-Q3 2023



CAMPAIGN FINANCED ACCORDING TO EU REG. N. 1308/2013
CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013

ARE YOU READY??



EMAIL

info@enotec.net

PHONE

303-322

MAILING ADDRESS

5500 Greenwood Plaza Blvd #130
Greenwood Village, CO 80111



CAMPAIGN FINANCED ACCORDING TO EU REG. N. 1308/2013
CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013

ENOTEC IMPORTS INC

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