



VILLA SANDI  
ITALIAN WINES

# Introducing *Il Fresco Rosé*

The latest addition to the Villa Sandi portfolio exhibits a light rose color that matches the delicate floral and fruit-driven aromas. On the palate, flavors of golden apple lead to a fresh and zesty finish.

- *Perfect as a festive aperitif or paired with salty appetizers, seafood or shellfish.*
- *Produced from a blend of Pinot Nero and Glera.*

## **Villa Sandi Brand Strength:**

- Total brand depletions: +33% versus last year YTD.
- Off-premise depletions: +26% versus last year YTD.
- On-premise depletions: +34% versus last year YTD.

## **Category Strength:**

- Prosecco is growing +44% in retail and is expected to reach the case volume of Champagne business by the end of 2011 – 1.3 million cases!

(Nielsen Report, Total U.S. - Food/Drug/Convenience/Liquor/Other Select Channels, 52 Weeks Ending 10/15/2011)

## **About Villa Sandi**

Villa Sandi, an exquisite Palladian-style villa dating back to 1622, is located at the foot of the Marca Trevigiana hills. Villa Sandi refrigerates the Prosecco must upon crushing, keeping it fresh and fermenting on demand. This unique method guarantees Villa Sandi Prosecco is always fresh and lively and has ensured Villa Sandi's standing as *Italy's leading Prosecco*.



Alcohol: 11.5%

Sugar Content: 14 g/L

Acidity: 5.8 g/L

Size: 750ml

UPC: 781239002064

Case Weight: 37.5 lbs

Case: 12 bottles/case

8 cases/layer

5 layers/pallet

40 cases/pallet