

# Gemma di Luna



ITALY'S NEW GEM



#gemmamoment

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**GEMMA DI LUNA is the sparkling Moscato with the evocative brand name in the beautifully distinctive blue bottle designed to speak directly to today's wine drinker.**

## MOSCATO IS MAINSTREAM

Twitter buzzes with 250 tweets (on average) per hour about drinking Moscato – that's more than 2 Million Tweets a year.

## BUBBLES ARE POPPING

Sparkling wine is the hottest category worldwide – with Italian sparklers leading the pack and more than 18 Million Americans drinking sparkling wine at least once/week.

## LOVE THE LOOK

Millennial drinkers look for originality and personality in their wine choices and are 4X more likely to purchase based on label – over half of all Female wine consumers like to browse labels before making a decision and 39% are intrigued by fun or fanciful designs.

PRODUCT FEATURES	BENEFITS
Sweet and bubbly.	Gemma di Luna satisfies the Millennial fondness for sweet and sparkling in ONE bottle of wine.
7.5% ABV.	Gemma di Luna satisfies the emerging trend of consumers looking for lower alcohol choices.
Italian Moscato.	Gemma di Luna satisfies the Millennial consumer thirst for Moscato, while Italy underpins wine quality.
Unique, fanciful label design.	Gemma di Luna speaks to Female Millennials who shop by label design, and want originality and personality in wine.
Teal blue bottle proven to prompt a physical reaction among women.	Gemma di Luna creates a moment at point of sale to capture Female impulse purchase.
Easy to pronounce brand name.	Gemma di Luna negates the fear of mispronouncing a wines name held by 40% of all wine consumers (42% of Millennial wine consumers).



**AVAILABLE IN A MINIATURE 187ML SINGLE SERVE SIZE THAT'S PERFECT FOR WEDDINGS, EVENTS AND PARTIES!**