

TRIVENTO

BODEGA
TRIVENTO
ARGENTINA

CATEGORY INSIGHT

- Trivento (+31%) is the fastest growing brand among the top 10 Premium brands from Argentina
- Bodega Trivento is Top 20 Premium Import Brand, the #2 Argentine brand in the US, and the #1 Argentine Brand Worldwide
- Trivento Malbec is the fastest growing Argentinian Malbec at +28.8%
- Trivento Malbec is rapidly gaining share, beating the Argentinian Malbec category by 37 basis points!

REASONS TO BELIEVE

- Argentina's #1 Wine Brand Worldwide
- 9 Times Wine Enthusiast Best Buy
- Consistently a 90+ point brand, year after year
- Bodega Trivento is the #1 Argentine Brand Worldwide
- Certified B-Corp and Vegan Certification
- #2 Premium Malbec in the US and the FASTEST growing



CONSUMER AWARENESS LEVERS

- SOCIAL MEDIA Showcasing Trivento Virtual Tour
- INFLUENCER campaign to push out posts targeting Over 800K total followers

