



Gemma di Luna
Pinot Grigio DOC delle Venezie






A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1308/13

Gemma di Luna

•The Italian Luxury Collection•

Gemma di Luna is pleased to introduce the addition of Italy's newest gem to our Italian Luxury Collection. Gemma di Luna Pinot Grigio is an exquisite Pinot Grigio DOC delle Venezie from Italy's famed Veneto region.

-  **Highly Popular Varietal** – touted by Nielsen as the “best-grossing imported white wine”, Pinot Grigio remains the number one imported and 2nd most consumed white varietal in the U.S.
-  **Famous Region** – Pinot Grigio roots run deep in the Veneto which is renowned worldwide for producing fresh and fruity Pinot Grigio that is light and crisp with plenty of zippy, mouth-watering acidity.
-  **Showstopper Package** – the Veneto is also the home of the legendary Venetian Republic which imparts the region a history filled with power, romance, culture and intrigue; Gemma di Luna Pinot Grigio DOC is perfectly suited for a bottle evocative of everything the Veneto embodies.

Limited Edition Special Packs

Gemma di Luna Pinot Grigio DOC delle Venezie is available in TWO Limited Edition Special Packs to support the brand launch! A vintage inspired 6-Pack Hat Box and a leather-look Gift Tube, both in the signature Gemma di Luna teal.



PRODUCT FEATURES	BENEFITS
Italian Pinot Grigio	Gemma di Luna satisfies the U.S. consumers thirst for Pinot Grigio, while Italy and DOC delle Venezie designation underpin product quality.
Unique Bottle Design	Gemma di Luna speaks directly to both Female and Millennial consumers who shop wine by label and crave originality and personality in their wine choice. The teal blue bottle color is proven to elicit a physical response creating a moment at point of sale to prompt impulse purchase.
TWO Special Pack Formats	Gemma di Luna provides a vehicle for creative floor display to encourage multi-bottle and gifting purchases via vintage inspired collectible Hat Box and Gift Tube special packs in signature Gemma teal color.



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