

# PASQUA WINES CHEAT SHEET

- **BLACK LABEL PINOT GRIGIO**

- \$12.99 is the best selling price point in PG but everything @ \$12.99 is stainless.
- Add some oak aged luxury in a tried and true category.

- **ROMEO & JULIET PROSECCO BRUT / PARTY LIKE AN ITALIAN EXTRA DRY**

- Brut From the home of Romeo & Juliet. Labels are love messages left from all around the world. \$19.99 is a trade up gap!
- *Authentic + Category Growth Opportunity*
- Party Like an Italian Prosecco Extra Dry: Party oriented and less expensive + **striking yellow color!**
- Aimed at Aggressive BTG pours + **Off Premise value!**

- **11 MINUTES ROSE**

- 90pt delicious, instagramable luxury. Glass closure, brunch in a wine bottle.

- **DESIRE, LUSH, & ZIN**

- Juicy, jammy, fruit forward almost sweet.
- Broad market consumers LOVE this type of wine.
- Bold packaging, great price point, and lower alcohol will leave consumers to DESIRE more!

- **ROMEO & JULIET ROSSO/BIANCO**

- Rosso & Bianco are made in the “Appassimento Style”
- Grapes are hand harvested and left to dry and concentrate (Lose 30% of the water in the grape)

- **FAMIGLIA PASQUA AMARONE 2017V**

- #33 Wine in the World, 97pts Decanter!
- Key Takeaway: It will score better, taste better andn cost less than competitors

