

RACCONTO

Racconto Wines

Wines for Distribution at Caputo's



Where does the wine come from?

- **Cantina Tollo** was established in **1960** by a small group of farmers based in Abruzzo (central region of Italy).
- Their main purpose was to produce grapes on the basis of their experience and **respecting local traditions**. There are no trace elements such as pesticides on the land.
- In the years all initiatives were made with the specific targets of **increasing the quality of the products** and the **social wellness of the workers**.
- Today **840 partners**, mainly based in the regions of central Italy, produce high quality grapes exclusively for Cantina Tollo.
- 100% Italian Cabernet and 100% Chardonnay from the Abruzzo region
- 1,600 total acres of fields
- 100 acres dedicated to estate bottling



Where does the Winery produce

- Vineyards extend from the **Apennine Mountain range to the Adriatic Sea**. This range includes mountains and flatlands.
- This gives the winery the important opportunity to **select the very best grapes** and therefore wine to be bottled.
- Total capacity 10,500,000 liters per year (1,600,000 cases annually)
- Cantina Tollo total sales for 2013 – 64 million US dollars
- Total U.S.A. imports for 2013: 21-40 ft. containers (30,240 cases)



Awards and Recognition

- Though Racconto wine is relatively new, our food products are widely recognized throughout the U.S.
- Every year Cantina Tollo wins an award from either Gambero Rosso or Tre Bicchieri, both rating agencies.



International Awards Winery



Starting from 1999, the launch of our quality program made our wines reach the highest podium on best international wine competitions.

- Cantina Tollo – **Gran Vinitaly**, best producer of Vinitaly 1999
- Cantina Tollo – **“Cellar of the Year 2007”** by Italian magazine Gambero Rosso
- Cantina Tollo – “International Trophy” by Decanter, UK – **first Coop Winery ever**
- Cantina Tollo – **“Best European Coop Winery”** by the German magazine Weinwirtschaft, Aug 2010
- Cantina Tollo – **“European Producer of the Year 2010”** for Mundus Vini, International Wine Competition



International Awards Products



- Cagiolo 2009 – Tre Bicchieri – Gambero Rosso 2013
- C'Incata 2010 – Tre Bicchieri – Gambero Rosso 2014
- Aldiano 2009 – Gold Medal – Selections Mondiales des Vins Canada 2013
- Aldiano 2009 – Gold Medal – Concours Mondial Bruxelles 2013
- Pecorino 2012 – Gold Medal Challenge International du Vin Bordeaux 2013
- Hedos Cerasuolo 2007 – Prix Club de la Presse, Bordeaux 2007 (World Best Rose')
- Cagiolo Montepulciano 2007 – Gran Gold Medal – Mundus Vini 2010, only six in Italy
- Cagiolo 2005 – Best Italian Red Wine – decanter World Wine Awards 2008, (Region Italy Trophy)



Why Racconto Wines?

Retail price:

- \$84.00 per case - \$7.00 per bottle
- SRP - \$9.99

Promotional Programs:

- Tastings– all stores available
- Ongoing cross promotions with Racconto food products (ie. Buy a bottle of wine, get a bag of Racconto pasta free). Also group meal deals, etc.
- Cross promotions with non-Racconto food products during seasonal times

