

Brand Ambassador Training 2021







HOW DO YOU CAPRICCIO?





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WINE & SPIRITS IMPORTED BY CAPRICCIO SANGRIA, AUBURNDALE, FL. PLEASE DRINK RESPONSIBLY.



- ❖ A Delicious blend of wine and 100% natural fruit juices in 5 distinctive flavors :
 - ❖ Red Blend, Passion Fruit, Watermelon, White, and Rose
- ❖ Three “Ready-To-Sip” Multi Serve Options
 - ❖ 750ml bottle, 375ml bottles 4pk, 375ml slimline cans
- ❖ #1 Selling Sangria in the USA
 - ❖ Over 1.4 Million Cases Sold in 2020
- ❖ #1 Selling 750ml Red Blend Sangria
- ❖ Slightly Sparkling Fruit Forward Wine Cocktail
- ❖ US Based Company – Florida Caribbean Distillers
 - ❖ Auburndale, Florida (Near Orlando)
- ❖ 13.9% ABV – Over Delivers for Price Point
- ❖ Vibrant, Eye-catching labeling



- A delightful blend of red wine with 100% natural fruit juices and flavors with hints of pineapple, pomegranate, orange, lime and cherry & a crisp refreshing finish

- Well balanced, refreshing, fruit forward wine
- #1 Red Sangria in the USA
- Vibrant, compelling eye-catching packaging
- Capriccio Red Summer Edition Bottle
 - Patriotic-themed for the hot summer holiday season
- 3 size variants –
 - 750ml bottle, 375ml bottles 4pk, 375ml can

Party bottle

**IT'S
THE
VIBE
OF SUMMER**

Show us how you **#partyinabottle**





Capriccio White Sangria

- An incredible blend of Moscato wine with natural fruit juices and fruit essences
- Made with rich elderflower flavors, Asian pears, white grapes, apples, and a kiss of tropical fruits
- Makes a great 'Capriccio Pineapple Twist' cocktail
- Vibrant, compelling eye-catching packaging
- 3 size varieties –
 - 750ml bottle, 375ml 4pk, 375ml can





Capriccio Rose Sangria

- A beautifully curated blend of strawberry with red and Moscato wines delivering a delicately structured wine
- Made with strawberry and pineapple juice, red citrus, orange, red grape, pear, lime and lemon
- Vibrant, compelling eye-catching packaging
- 2 size variants –
 - 750ml bottle, 375ml bottles 4pk



Capriccio Watermelon Sangria

- A luscious watermelon blend with rose wine and fruit juices and flavors from watermelon, tropical fruit and blueberries
- Sweet and juicy with red flavor notes in the background
- Vibrant, compelling eye-catching packaging
- 3 size varieties –
 - 750ml bottle, 375ml bottles 4pk, 375ml can

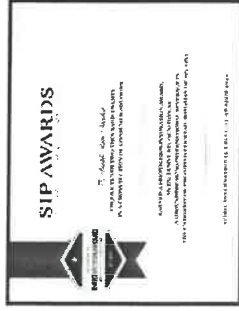




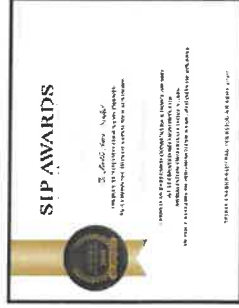
Capriccio Passion Fruit Sangria

- A stunning blend of passion fruit, guava, and other tropical fruit flavors that deliver a one-of-a-kind taste experience
- Made with white grape, pineapple, passion fruit and pink guava for a well balanced and refreshingly fruit forward taste
- Vibrant, compelling eye-catching packaging
- 2 size variants –
 - 750ml bottle, 375ml bottles 4pk

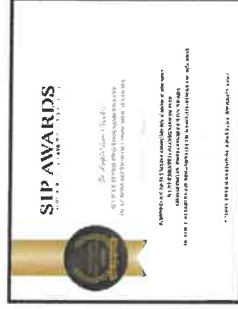
Capriccio Awards & Ratings



White-Innovation
Award



White-Consumers Choice
Award



Red-Consumers Choice
Award



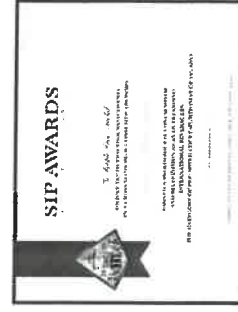
Red-Gold Medal
Award



Rose-Gold Medal
Award



Passion Fruit-Gold
Medal Award



White-Platinum
Medal Award



Shanken's Impact
Magazine "Hot Brand"
Award 2019

THE **tastingpanel** 82 pts
MAGAZINE

CAPRICCIO BUBBLY SANGRIA

Jellied fruit aromas, with a zesty, spruce-like palate. The flavors for this effervescent liquid are reminiscent of fruit punch, with candied strawberry, pineapple and bright plum. 82





CREATE YOUR OWN PARADISE WITH...

THE CAPRICCIO PINEAPPLE TWIST




INGREDIENTS-

- 1. 1 OUNCE AGED TEQUILA
- MUDDLED PINEAPPLE AND JALAPENO
- CAPRICCIO WHITE SANGRIA
- PINEAPPLE GARNISH
- ICE

INSTRUCTIONS-

- 1. MUDDLE PINEAPPLE AND JALAPENO IN SHAKER
- 2. ADD 1 OUNCE AGED TEQUILA
- 3. ADD ICE AND SHAKE BRIEFLY
- 4. STRAIN & POUR OVER ICE IN PINT GLASS
- 5. TOP WITH CAPRICCIO WHITE SANGRIA
- 6. GARNISH WITH PINEAPPLE
- 7. ENJOY!

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WINE 13.9% ALC/VOL. PRODUCED BY CAPRICCIO SANGRIA, AUBURNDALE, FL. PLEASE DRINK RESPONSIBLY.

Home Mixology

Create an inviting story for consumers








PUNCH

it up!

THE PASSIONATE GENTLEMAN

Four (4) ounces of Capriccio Passion Fruit
Two (2) ounces of Bourbon
Served over ice in a Highball glass and
garnish with fruit

©2017 Florida Capriccio Distillers

- Sangria Spritzer – Add splash club soda
- Sangria Lemonade – Add splash lemonade

Key Talking Points

- #1 Selling Sangria in the USA
- Ready-To-Sip or Create your own Cocktails at home
- Slightly Sparkling Fruit Forward Wine Cocktail
 - 13.9% ABV, made with 100% Natural Fruit Juices
- All the fruits on the bottle are used in the bottle
- US Based Company – near Orlando Florida
- Unique flavors for all different types of palates
- Earned a variety of Awards and Ratings



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WINE 13.9% ALC/VOL. PRODUCED BY CAPRICCIO SANGRIA, AUBURNDALE FL. PLEASE DRINK RESPONSIBLY.



Thank You!

You are the face of our company while executing promotional events. We have worked hard to bring the best products to the market, and we thank you for your service.



Please feel free to reach out with any additional questions...

Shelby Koutas, IL/WI Area Manager, Florida Caribbean Distillers

Shelby.Koutas@floridadistillers.com

M: (708) 616-9988