

FRUIT FARM
SAN ANTONIO

A decorative floral illustration featuring three stylized flowers with five petals each, arranged in a row. They are connected by a horizontal stem with several small, pointed leaves.

1 Wine, 2 Fruits, Many Wins

Cause Marketing



foodaholicnj So pretty 🍷 I'd love to try it I love that it's female owned and no additives



queenbeemixology 🍷 The perfect drink to sip this summer! Looks so refreshing! 🌸



cladrn0213 This Flavor is My Favorite 🍷 I introduced it to my family in Mexico and they loved it as well 🍷

It's nice because the flavors really come out with the fruit and it tastes like actual fruit



the vegan view

This is a lower ABV drink and it's the perfect wine to serve first at your garden party so the room isn't spinning after your first drink



EARNED MEDIA

18M 2.3k
impressions placements

Between Jan-June 2023

PAID MEDIA

27M 100k
impressions store visits

Between Jan-June 2023



+34.7%

follower growth YTD

5.5M

Impressions YTD

2.5M

Paid reach YTD



RIBOLI FAMILY WINES

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The San Antonio Fruit Farm Story



From beautiful Italian vineyards in Piedmont and the minds of two gifted female winemakers comes San Antonio Fruit Farm wine.

Embracing the Riboli's practice of combining tradition with innovation, winemakers Paola Bocchino and Ivana Poggio perfected the San Antonio Fruit Farm formula.

By focusing on utilizing the best vinification methods, as well as natural fruit juice and a hint of botanical flavors, they created a stunning product.

Known for its semi-sweet, lightly effervescent, and unique dual fruit flavors, San Antonio Fruit Farm is a refreshing, low alcohol wine that can be enjoyed for any occasion.



Consumer Insights

Early insights identify the San Antonio Fruit Farm consumer as females in the Midwest and Southeast who enjoy the outdoors and are conscious of the environment.

However, there is huge potential for a wider audience to fall in love with this delicious Italian brand.

CURRENT PRIMARY CONSUMER

- Married women, 25-54
- College graduate
- Midwest and Southeast
- Loves the outdoors
- Mindful of the environment and sustainability
- Prefers healthier options for food and beverages



Discover the Collection



PEACH PASSION FRUIT	BLACKBERRY ORANGE	STRAWBERRY GUAVA	PINEAPPLE PAPAYA	CHERRY LIME
Alcohol: 6%	Alcohol: 6%	Alcohol: 6%	Alcohol: 6%	Alcohol: 6%
Residual Sugar: 90g/L	Residual Sugar: 90g/L	Residual Sugar: 90g/L	Residual Sugar: 90-95g/L	Residual Sugar: 90-96g/L
Grape: Moscato	Grape: Brachetto-Malvasia	Grape: Moscato and Brachetto	Grape: Moscato	Grape: Moscato and Brachetto
Flavor Profile: Fresh Peaches and Passion Fruit	Flavor Profile: Ripe Blackberries and Oranges	Flavor Profile: Fresh Strawberries and Tropical Guava	Flavor Profile: Juicy Pineapple and ripe papaya	Flavor Profile: Ripe Cherries and Limes

DUAL FRUIT WINE

SERVE CHILLED

FEMALE WINEMAKER

NATURALLY SWEET

WHOLE FRUIT

GLUTEN FREE

LOW ABV

VEGAN FRIENDLY

NO ARTIFICIAL ADDITIVES