

BEVIAMO®

ESTATE GROWN
PINOT GRIGIO
VENEZIA D.O.C.

1 **Pinot Grigio: Italy's Beloved Classic**
Italy's Pinot Grigio ranks as the country's #2 wine and the fourth top-selling wine globally. Italy leads the import segment with 35% share, and the Super-Premium tier ($11–$15) outperforms the category 4:1, highlighting its quality and popularity.

2 **Pinot Grigio Holds Strong Amid Wine Category Decline**
While the overall wine category has slipped 4.8%, the Pinot Grigio segment has proven more resilient, declining only 2.7%, highlighting its enduring consumer appeal and relative strength in the market.

3 **100% Estate Grown at Tenuta Polvaro, Veneto, Italy, and SQNPI Certified**
Grown in a rich microclimate between the Adriatic coast and the Pre-Alps, our estate uses responsible vineyard practices to minimize chemicals, protect the environment, and deliver the highest quality from grape to glass.

SQNPI QUALITÀ SOSTENIBILE

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*SOURCE: IRI, TOTAL U.S. MULTI-OUTLET + SUM OF TOTAL LIQUOR STORES-RMA, 52 WE 01/11/2026

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Certified Sustainable by SQNPI (Italy)

The SQNPI certification is Italy's official mark of sustainable farming. This designation recognizes our commitment to growing and crafting wines with care for both people and the planet.

Through responsible vineyard practices, we reduce the use of synthetic chemicals, protect the environment, and ensure the highest quality from grape to glass.

Each bottle reflects our dedication to balance — between tradition, nature, and innovation — all verified through Italy's rigorous sustainability standards.



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Sustainability matters to consumers

- **39%** of consumers say a product's **environmental impact** is "extremely/very important" in purchase decisions.***
- Among regular U.S. wine drinkers **46% say they will always choose a sustainable wine when given the choice***
- **Millennials: 9 in 10** are willing to pay more (about **+$3/bottle** on average).**

*IWSR (2023) **Washington State Wine Commission 2021 ***McKinsey Global Packaging Survey (Mar 2025