

2026 PLAYBOOK

RIBOLI FAMILY WINES

16%
BRANDS

AUGUST 2026

MAGNUM
VS

TURNT UP



BRAND OVERVIEW

COMP SET



GOAL: To become the ultimate lifestyle beverage choice for a new generation of consumers (28-40YO) by offering a bold and high-impact wine that matches their vibrant, social lifestyle with flavors and vibes that elevate the night.

WHY?: Recruit consumers of high proof beverages to Magnum VS with a better tasting, unique fruit-forward flavor profile that sets the benchmark for high ABV wines.

TARGET AUDIENCE: 21-35YO multicultural consumers across the country focused on key hubs and metropolitan areas.

National



SRP \$11.99

Regional Opportunity



SRP \$10.99



GOAL: To disrupt the high alc beverage category with a progressive, flavor packed, high alc beverage.

WHY?: Consumers, when drinking, are drinking with purpose and Turnt Up by the Champ provides them a fruit forward, high alc beverage.

TARGET AUDIENCE: 21-34 YO 50%F/50%M



Lolli



Icon



XXL



Fiore
Maxx



Maxx
16



BuzzBallz



Beatbox

8 FT - SWEET SECTION



- Set Magnum VS and Turnt Up within higher proof segment of the "sweet section" (set away from Stella Rosa which is lower ABV)
- Magnum VS should be at mid to eye level on the shelf above category leaders following price flow
- Turnt Up should be set according to price flow, below Magnum VS
- Merchandise shelf set allowing for color breaks



High Traffic:
21+ cases



Medium Traffic:
12+ cases



Low Traffic:
4+ cases



- Keep in mind that there are 2 distinct sides of the Magnum VS outer shipper:
 - BLACK SIDE and
 - COLOR SIDE - SKU specific
- When merchandising multiple types, there are a few options:
 - Alternate 'color columns' and 'black columns' as in Display #1 - or
 - Merchandise cases as all 'color side' as in Display #2 - or
 - Merchandise cases as all 'black side' (not shown)
 - Avoid alternating between black/color among multiple types as in Display #X



Alternate 'color columns' and 'black columns' when displaying multiple types



Merchandise cases as all 'color' side

"Black Side"



"Color Side"



Interchangeable Racks for both brands also available



Avoid alternating between black/color among multiple types

4x4



4x5



MAGNUM VS DISTRIBUTION PRIORITY:

1. Wild Strawberry
2. Midnight Berry

- Place Magnum VS within sweet section of cold box (always to the right of Stella Rosa)
- Choose highest volume sku's (per store sales) to be in cold box (Magnum VS or Turnt Up)
- All 16% items should be served chilled
- Turnt Up is regional opportunity

MAGNUM VS DISTRIBUTION PRIORITY

1. MAGNUM VS WILD STRAWBERRY
2. MAGNUM VS MIDNIGHT BERRY
3. MAGNUM VS PEACH PASSION
4. MAGNUM VS WATERMELON KISS

TURNT UP DISTRIBUTION PRIORITY

1. TURNT UP STRAWBERRY 16%
2. TURNT UP WATERMELON 16%
3. TURNT UP PEACH 16%
4. TURNT UP BLACK-BERRY 16%

TASTING

1. Drive Tastings during high traffic
2. Taste the Difference (vs competition)!
3. No need give up flavor for elevated experience

PRESENTATION

1. Pour in rocks glass over ice
2. Garnish



MAGNUM VS BOTTLE UPCS



TURNT UP BOTTLE UPCS

