

ETNEIDE



BRAND STORY:

Our vineyards are located in the area of Castiglione di Sicilia, where the cultivation of the vine has ancient origins. At the side of the Mount Etna volcano, the mineral-rich soil allows the vines to slowly grow, kissed by the hot Sicilian sun. These conditions enhance the growth of superb grapes where we obtain our finest wines.

Beyond every bottle there is a long story that tells about the vineyards and harvests, fatigue and hands dirtied with soil and determination. Our winery is family run, passed through generations. We cultivate our vines following the traditional techniques respecting the environment and the natural development of the plants and fruits.

KEY TAKEAWAYS

- Sicily has seen a growth in wine sales of 19% internationally—it's the leading region from Italy
- Sicily is Italy's largest wine region
- Concise offerings with 2 SKUs for focus

KEY SELLING POINTS:

- Nerello Mascalese is a great Pinot Noir or Nebbiolo alternate offering
- Wines from Mount Etna offer volcanic minerality
- Etna Bianco is a leading white wine offering, made of Carricante

