

A group of four young adults (two men and two women) are sitting on a light-colored sofa outdoors, surrounded by lush green plants. They are all smiling and holding glasses of spritz. In front of them is a wooden table with a blue and white patterned tablecloth. On the table are several bottles of Spritz del Conte (one orange, one yellow, and one red), a large wooden charcuterie board with cheese, meats, and fruits, and several small bowls of snacks like blueberries and nuts. The scene is bright and cheerful, suggesting a social gathering.

SPRITZ DEL CONTE

THE SPRITZ DEL CONTE STORY

ITALIAN SPRITZ READY TO SERVE

In the heart of Northern Italy, there lies a secret to unlocking La Dolce Vita, the sweet life. **Spritz Del Conte**, born from the spirit of La Dolce Vita, is an **Italian Aperitif-style** cocktail that is an embodiment of the art of savoring life's pleasures and a lesson in self-indulgence. Every moment is worth celebrating and this iconic, ready-to-serve spritz is designed to give you more time to do just that.

Simply twist, pour over ice, and picture this: Brunch with your friends, an impromptu at-home happy hour, or exploring the streets of Northern Italy. No matter the occasion, Spritz Del Conte allows you to savor every moment and every refreshing sip. At the core of Spritz Del Conte is a commitment to **simplicity and authenticity**, with a twist.

Indulge in the vibrant soul of La Dolce Vita with Spritz Del Conte, the perfect **ready-to-serve wine cocktail**. A harmonious blend of aromatic herbs and premium white wine with notes of zesty bitter orange, this aperitif-style wine cocktail captures the elegance of the Italian tradition in every sip. Unwind and celebrate life's moments with the refreshing taste of Spritz Del Conte!



THE ORIGIN OF SPRITZ



Ciao from Italy

VENETO

The **Spritz** is an Italian wine-based cocktail, commonly served as an apéritif across Italy. It consists of Prosecco, digestive bitters, and soda water.

The original **Spritz Veneziano** uses Select as bitters and was created in Venice in 1920.

HOW TO PREPARE A CLASSIC SPRITZ

IBA specified ingredients

3 oz Prosecco
2 oz Select/Aperol/Campari/Cynar
Splash of soda water

Preparation

Build all ingredients in a wine glass filled with ice. Stir gently.

Garnish

Slice of Orange

A TWIST ON TRADITION

PIEDMONT

is an area rich in the history of Vermouth production which dates back to the 1800's.

VERMOUTH



HUGO



CLASSICO



VENETO

is the birthplace of the classic Italian Spritz, which dates back to the late 1800's.

TUSCANY

is the birthplace of the Negroni cocktail, which dates back to the early 1920's.

NEGRONI



LEMONCELLO



CAMPANIA

is the birthplace of the classic limoncello, capturing the flavor of the Amalfi coast dating back to the early 1900's.

WHY SPRITZ DEL CONTE ?

A CONSISTENT SPRITZ EVERY SINGLE TIME

THE RISE OF RTS

RTDs and RTS (ready-to-serve) products have evolved into a major growth engine, reaching ~\$13.9 billion and capturing ~12.5 % of total U.S. beverage alcohol dollar sales in mid-2025.”

NielsenIQ “The Fourth Category: A Mid-Year Update on Ready to Drinks” (August 2025)

Wine Based Cocktail Category is a \$1.2B CATEGORY

Nielsen; Total US xAOC + Liquor + Convenience; Latest 52 weeks ending 2-16-26.



CONSUMER PROFILE

For modern drinkers who want an elevated spritz without the work, **Spritz Del Conte** delivers a perfectly balanced, ready-to-serve cocktail inspired by Italian aperitivo culture.

- **Young to Middle-Aged (25–45)**
- **Socially active in urban and suburban areas**
- **Female centric**
- **Caucasian and Multicultural**
- **Low to Middle Income**

MINDSET: Social, playful, and approachable

PRIMARY OCCASIONS

- Hosting (dinners, brunch, holidays)
- Gifting & variety packs
- Travel, picnics, beach, rooftop hangs
- Après-ski & après-anything moments



**SPRITZ
DEL
CONTE**





WHY CONSUMERS SAY YES

RTDs Are a Major Growth Engine

RTDs accounted for over 12% of total beverage alcohol dollar sales in 2025, continuing to gain share while other categories softened.

NielsenIQ. 2025 Beverage Alcohol Year in Review. January 15, 2026.

RTS Cocktails Are Becoming Core Occasion-Driven Drinks

RTS cocktails are moving beyond occasional purchases, becoming a go-to choice for recurring social occasions.

WSR Drinks Market Analysis. RTD category trend data extrapolated from 2025 tracking (RTDs' share and rising frequent usage). October 23, 2025



**SPRITZ
DEL
CONTE**

THE PROBLEM

Consumers want premium, bar-quality cocktails but often lack the time, tools, or mixology skills to make them at home, which can also make going out expensive.



THE SOLUTION

Spritz Del Conte removes these barriers by delivering a ready-to-serve spritz, no mixing required cocktail. Perfect for every social, at-home, or lifestyle occasion anytime, anywhere.

TRADITION WITH A *Twist*

THE ICONIC SPRITZ THAT'S READY TO SERVE!

ROOTED FROM ITALIAN
APERITIVO CULTURE



IN THE U.S. OFF-PREMISE, WINE
BASED COCKTAIL CATEGORY IS A

\$1.2B
SEGMENT

WITH CONTINUED GROWTH
IN THE PAST 3 YEARS.



MEDIA IMPRESSIONS

65.8M+
IMPRESSIONS ON
MEDIA OUTLETS



#1 PODCAST
GEN Z AND MILLENNIAL WOMEN

#4 PODCAST
IN THE US!

1.26M YOUTUBE SUBSCRIBERS

The
SPRITZ DEL CONTE
SOCIAL CLUB

33.6M+
IMPRESSIONS ON
SOCIAL MEDIA



JUNE 2024 - JANUARY 2026



100+
NATIONAL
EVENTS



KEY SELLING POINTS



1. READY-TO-SERVE CONVENIENCE

Eliminates the need for multiple bottles, measuring tools, or cleanup. Simply pour chilled over ice and garnish.

2. A FLAVOR FOR EVERY PALATE

Offers a diverse portfolio from the iconic Classic Spritz and vibrant Lemoncello to sophisticated depth of Negroni and Vermouth profiles.

3. INCLUSIVE PORTFOLIO

A versatile range featuring both Alcoholic and Non-Alcoholic options to cater to all drinkers.

4. AUTHENTIC ITALIAN ORIGINS

Born in the heart of Northern Italy, the birthplace of the Aperitivo culture.

5. SEASONAL VERSATILITY: YEAR-ROUND SPRITZ

Crafted for year-round consumption beyond the "Summer Spritz" trend.

THE SPRITZ DEL CONTE COLLECTION



ITALIAN SPRITZ



NON-ALCOHOLIC SPRITZ



250ML



4-PACK 250ML VAP

AWARD WINNING SPRITZ

CLASSICO



**GOLD MEDAL
BEST IN CLASS**

96 POINTS

*Los Angeles
International
Wine Competition*

CLASSICO NON ALCOHOLIC



**GOLD MEDAL
BEST IN CLASS**

97 POINTS

*Los Angeles
International
Wine Competition*

LEMONCELLO



GOLD MEDAL

97 POINTS

*Los Angeles
International
Wine Competition*

NEGRONI



**GOLD MEDAL
BEST IN CLASS**

95 POINTS

*Los Angeles
International
Wine Competition*

VERMOUTH



GOLD MEDAL

97 POINTS

*Los Angeles
International
Wine Competition*



READY TO SERVE
ITALIAN SPRITZ

CLASSICO **LEMONCELLO**
NEGRONI **VERMOUTH**
HUGO

NON ALCOHOLIC ITALIAN SPRITZ



ALTERNATIVE SIZE FORMATS

SPRITZ
DEL
CONTE



250ML SINGLES



VAP 4 X 250ML

PRODUCT FEATURES

**SPRITZ
DEL
CONTE**



CLASSICO

Typology: Aromatized wine-based cocktail

Alcohol: 8.5%

Color: Bright Orange

Bouquet: Characteristic of orange peel, with hints of aromatic herbs.

Taste: Sweet and fresh, with notes of citrus and aromatic herbs

Serving Temperature: 40°F

Grape Variety: Glera



**BEST IN CLASS
97 POINTS**



CLASSICO NON-ALCOHOLIC

Typology: Non-Alcoholic Beverage

Alcohol: Less than 0.5%

Color: Bright Orange

Bouquet: Characteristic of orange peel, with hints of aromatic herbs.

Taste: Sweet and fresh, with notes of citrus and aromatic herbs

Serving Temperature: 40°F

Grape Variety: Glera



**BEST IN CLASS
96 POINTS**

PRODUCT FEATURES

SPRITZ
DEL
CONTE



GOLD MEDAL

LEMONCELLO

Typology: Aromatized wine-based cocktail

Alcohol: 8.5%

Color: Yellow

Bouquet: Fresh citrus and herbal notes

Taste: Sweet crisp taste with fresh, zesty lemon and premium white wine notes.

Serving Temperature: 40°F

Grape Variety: Glera



LEMONCELLO NON-ALCOHOLIC

Typology: Non-Alcoholic Beverage

Alcohol: Less than 0.5%

Color: Bright Orange

Bouquet: Characteristic of orange peel, with hints of aromatic herbs.

Taste: Sweet and fresh, with notes of citrus and aromatic herbs

Serving Temperature: 40°F

Grape Variety: Glera

PRODUCT FEATURES

SPRITZ
DEL
CONTE



NEGRONI SPRITZ

Typology: Aromatized wine-based cocktail

Alcohol: 13% ABV

Color: Vibrant Red

Bouquet: Fresh citrus and zesty orange notes

Taste: Crisp taste with natural juniper, botanicals, herbs, and white wine

Serving Temperature: 40°F

Grape Variety: Glera



BEST IN CLASS
95 POINTS



VERMOUTH SPRITZ

Typology: Aromatized wine-based cocktail

Alcohol: 15% ABV

Color: Light Yellow

Bouquet: Fragrant herbal notes and floral botanicals

Taste: Herbal and citrus flavors with a crisp, refreshing finish

Serving Temperature: 40°F

Grape Variety: Glera



GOLD MEDAL

SPRITZ DEL CONTE

Production Process

1

MACERATION

Our botanicals, including gentian, rhubarb, bitter orange peel, vanilla, artemisia absinthium, sweet orange peel, china calissaia, lemon peel, and quassia are macerated for 20–25 days in a 40% ABV alcoholic solution derived from wine (brandy) in stainless steel tanks.

2

FILTRATION

Once ready and perfectly refined, the macerated liquid is then filtered.

3

BLENDING

The filtered liquid is added (in a percentage of 5–7%) to a blend of Prosecco wine (60%) and unfermented Glera grape juice (33–35%). This new blend is then refined in stainless steel tanks for 12–15 days.

4

BOTTLING

The final liquid blend is stabilized at cold temperature (0°C /32°F), filtered and bottled.

5

FINAL PRODUCT

Spritz Del Conte is ready to serve! Simply twist, pour over ice, and spritz!



CLASSICO

SPRITZ DEL CONTE

Production Process

1 BOTANICAL INFUSION

Our botanicals, including gentian, rhubarb, bitter orange peel, vanilla, artemisia absinthium, sweet orange peel, china calissaia, lemon peel, and quassio, undergo a 10–15-day infusion process in stainless steel tanks filled with purified water. Ultrasound technology is used to extract all desired flavors. The use of high and low frequency waves during this process allows for an efficient extraction of the desired compounds.

2 FILTRATION

Once ready and perfectly refined, the liquid obtained is then filtered.

3

BLENDING

About 5–7% of the filtered liquid is added to a blend of unfermented Glera grape juice, and is refined in stainless steel tanks for 20–25 days.

4

BOTTLING

The final liquid blend is stabilized at cold temperature (0°C /32°F), filtered and bottled.

5

FINAL PRODUCT

Spritz Del Conte Non-Alcoholic is ready to serve! Simply twist, pour over ice, and spritz!



NON-ALCOHOLIC

SIGNATURE SERVES

SIMPLY POUR SPRITZ DEL CONTE CHILLED OVER ICE AND GARNISH WITH THE FOLLOWING OPTIONS:



ORANGE WHEEL



LEMON WHEEL



**ROSEMARY &
ORANGE WHEEL**



ORANGE PEEL



**LEMON WHEEL
& MINT**

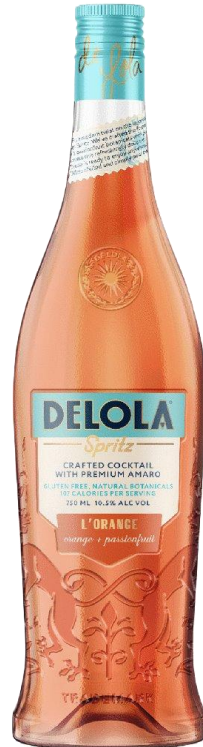
COMPETITIVE LANDSCAPE

SPRITZ
DEL
CONTE



\$19.99

(\$0.74/fluid ounce)



\$17.99

(\$0.71/fluid ounce)



\$14.99

(\$0.31/fluid ounce)



\$18.99

(\$0.75/fluid ounce)



**\$15.99 -
\$16.99**

COMPETITIVE LANDSCAPE NON ALC



\$11.49

2pk - 200ml

Total Wine
SPIRITS • BEER & MORE



\$15.99

4pk – 8oz cans

Total Wine
SPIRITS • BEER & MORE



\$17.99

4pk - 8oz cans

Total Wine
SPIRITS • BEER & MORE



\$38.00

(\$0.75/fluid ounce)

Ghia



**\$15.99 -
\$16.99**

COMPETITIVE LANDSCAPE

ALTERNATIVE SIZE FORMATS



375ml



\$10.99

(\$0.87/fluid ounce)



\$11.21

(avg. unit price -
\$0.88/fluid ounce)

250ml



\$6.99

(\$0.83/fluid ounce)

200ml



\$6.99

(\$1.03/fluid ounce)



\$6.74

(avg. unit price -
\$0.99/fluid ounce)

Source: NIQ – TTL USxAOC + Liquor Open State + Conv. 52w ending 10/11/25

BRAND OVERVIEW



GOAL ESTABLISH SPRITZ DEL CONTE AS THE GO-TO, READY-TO-SERVE CHOICE FOR THE ICONIC ITALIAN SPRITZ EXPERIENCE.

WHY? CONSUMERS WANT EASE-OF-USE COCKTAIL SOLUTIONS THAT ARE ACCESSIBLE, CONVENIENT AND TASTE AUTHENTIC.

COMPETITORS	Total RTD Category: - Aperol Spritz RTD - On The Rocks - Spritz Society	Non-Alcoholic Brands: - Lyre's - Phony Negroni - Wilfred's Bittersweet - Ghia Le Spritz
	Merchandise in Non-Alc Section	
SRP	750ml ED: \$15.99 - \$16.99 Line Priced	
NOTE	SPRITZ DEL CONTE IS A WINE BASED, READY TO SERVE BEVERAGE MEANING IT CAN BE PLACED IN BEER & WINE ONLY ACCOUNTS.	





High Traffic – 12+ cases



Med Traffic – 8+ cases

SPRITZ DEL CONTE DISPLAY STANDARDS (CONTAINS ALCOHOL)



HT Displays
9 – 12 case average



MT Displays
6 – 8 case average

Product Mix:

- 60% of display with Classico
- 20% Lemoncello
- 20% Negroni



High Traffic – 8+ cases



8-cs Rack Available

NON-ALCOHOLIC DISPLAY STANDARDS



HT Displays
6 – 8 case average



MT Displays
4 – 6 case average

Product Mix:

- 60% of display with Classico NA
- 40% of display with Lemoncello NA

WHAT'S NEXT FOR SPRITZ

**EXPAND THE
PORTFOLIO**



**OWN SOCIAL
MOMENTS**

The
SPRITZ DEL CONTE
SOCIAL CLUB



**LEAD AND GROW
THE RTS CATEGORY**





SPRITZ
DEL
CONTE

HUGO

NEW SKU 2026



**SPRITZ
DEL
CONTE**

**NEGRONI
NON ALCOHOLIC**

NEW SKU 2026



SPRITZ DEL CONTE

LEADING THE READY TO SERVE CATEGORY

THANK YOU