



RIBOLI FAMILY WINES

Brand Playbook 2024



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RIBOLI FAMILY WINES

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GOAL

Establish San Antonio Fruit Farm as a leading brand within the specialty/ fruit-flavored imported wine category.

WHY

Provide the consumer with the highest quality, dual-fruit flavored wine across the category.

SRP \$7.99/\$8.99



Peach Passion Fruit



Blackberry Orange



Strawberry Guava



Pineapple Papaya



Cherry Lime

Competitors



Ménage à Trois

WOODBIDGE.
BY ROBERT MONDAVI

Brand Features



GLUTEN
FREE



DUAL FRUIT
WINE



SERVE
CHILLED



NATURALLY
SWEET



LOW
ABV



VEGAN
FRIENDLY



NO ARTIFICIAL
ADDITIVES



FEMALE
WINEMAKER

DISPLAY STANDARDS

Priority: Core +2



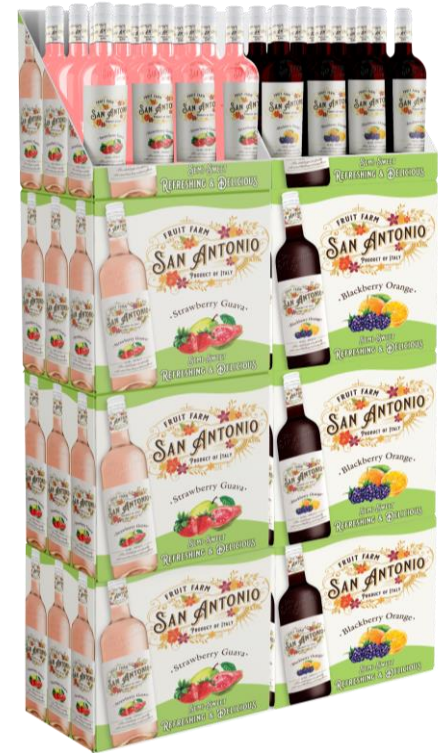
High Traffic

12-14 case average



Medium Traffic

10-12 case average



Low Traffic

6-8 case average

OFF-PREMISE PRIORITY LIST

Targeted Product Mix:

90% off-premise
10% on-premise

1. Strawberry Guava
2. Blackberry Orange
3. Peach Passion Fruit
4. Cherry Lime
5. Pineapple Papaya



ON-PREMISE PRIORITY LIST

1. Strawberry Guava
2. Blackberry Orange
3. Peach Passion Fruit



*Ensure product is listed as **San Antonio Fruit Farm + Flavor**

Secure cocktail menu features using core SKUs



CORE MENU COCKTAILS

SAN ANTONIO FRUIT FARM SPIKED LEMONADE



Ingredients:

- 1 cup of ice
- 1oz Vodka
- 1 lemon slice
- 1 sliced strawberry
- 3oz lemonade
- 3oz San Antonio Fruit Farm Strawberry Guava

Combine all ingredients, stir and enjoy!



SAN ANTONIO FRUIT FARM COOLER



Ingredients:

- 1 cup of ice
- 1 peach slice
- 2 oz. ginger ale
- 2 oz. lemon/lime soda
- 3 oz. San Antonio Fruit Farm Peach Passionfruit

Combine all ingredients in a shaker. Gently stir and strain into a glass over ice. Garnish with a slice of peach.



SAN ANTONIO FRUIT FARM BLACKBERRY SPRITZ



Ingredients:

- 1 cup of ice
- 3-4 blackberries
- 2-4 sage leaves
- 2.5 oz San Antonio Fruit Farm Blackberry Orange
- ½ oz triple sec
- Ginger beer

Add sage and blackberries to a cocktail shaker and muddle. Add wine, triple sec and ice. Gently shake and strain into a glass over ice. Top with ginger beer.



CHANNEL PRIORITY

INDEPENDENTS

DISTRIBUTION:

1. Strawberry Guava
2. Blackberry Orange
3. Peach Passion Fruit
4. Cherry Lime
5. Pineapple Papaya

Secure at least three facings utilizing core SKUs
 Secure MT and LT incremental displays

COLD BOX:

1. Strawberry Guava
2. Blackberry Orange

Secure at least two facings utilizing top performing SKUs

SEASONAL LTO OFFERINGS:

1. San Antonio Fruit Farm 3 pack

GROCERY/MASS

DISTRIBUTION:

1. Strawberry Guava
2. Blackberry Orange
3. Peach Passion Fruit
4. Cherry Lime
5. Pineapple Papaya

Secure at least three facings utilizing core SKUs
 Secure HT and MT incremental displays

COLD BOX:

1. Strawberry Guava
2. Blackberry Orange

Secure at least two facings utilizing top performing SKUs

SEASONAL LTO OFFERINGS:

1. San Antonio Fruit Farm 3 pack

CLUB

DISTRIBUTION/ROTATION:

1. Strawberry Guava
2. Blackberry Orange

Prioritize May – September time window

SEASONAL LTO OFFERINGS:

1. San Antonio Fruit Farm 3 pack



SCHEMATICS: 8FT. SWEET SECTION – W/ SPARKLING

Shelf Adjacencies

1. Place within sweet/fruit-flavored category
2. Target domestic sweet wine adjacencies
3. Avoid bottom shelf
4. Avoid Stella Rosa adjacencies

Shelf Facings

1. Secure at least three facings utilizing core SKUs



SCHEMATICS: 8FT. SWEET SECTION – NO SPARKLING

Shelf Adjacencies

1. Place within sweet/fruit-flavored category
2. Avoid bottom shelf
3. Target domestic sweet wine adjacencies
4. Avoid Stella Rosa adjacencies

Shelf Facings

1. Secure at least three facings utilizing core SKUs



PRODUCT BARDCODE



STRAWBERRY GUAVA



BLACKBERRY ORANGE



PEACH PASSION FRUIT



CHERRY LIME



PINEAPPLE PAPAYA



3 PACK

