

San Antonio SPECIALTY

WE'VE COME A LONG WAY



As part of my 'Summer's Perfect Pairing' campaign with San Antonio Specialty wine, I made my popular Sour Cream Chicken Enchiladas recipe and wouldn't be surprised if it wins the contest.

Ana Regalado aka Salty Cocina



2.8 Million
social media followers

MULTICULTURAL
MARKETING

HELLO
¡HOLA

CONNECTIVITY
TO POP CULTURE



2.8M
Geofencing
impressions



100k
Store visits
tracked

1.2M
Radio impressions



While **wine category sales** were down between Jan-July 2023 vs. 2022, **San Antonio Specialty** had a **3% increase** in sales.

Our social
media is *on
the rise.*

3,800%
Follower growth
from 2022-2023

1.3M
People reached in
the last 6 months

3.3M
Impressions in the
last 6 months



laurieinphx I love Cardinale! Did not realize they made a moscato. Definitely trying that one!

ortiz_o.g.one My favorite since the first time I took a drink early 1980s

feliabarronsalceda71 Love that wine, that is a favorite in my house,



The San Antonio Specialty Story

Inspired by the American lifestyle of the late 1960s, the Riboli family sought to create a sweet red varietal to add to their gatherings with friends and family.

In 1967, San Antonio Cardinale was introduced. This sweet red blend was full of ripe berry aromas and refreshing grape flavor. It became an instant hit in the Riboli's San Antonio Winery tasting room in Los Angeles. Just one year later, the wine won its first gold medal, and since then, it has won over 40 golds and has established itself as a staple in the American community.

After Cardinale's success, the Ribolis added three additional flavors to the San Antonio Specialty collection. San Antonio Villadoro is a sweet white Moscato. San Antonio Imperial is a semi-sweet red wine. And San Antonio Granada which is sweet rose characteristics of pomegranate.

Today, San Antonio Specialty, and Cardinale in particular, embodies the spirit of courage, resilience, and strength. This award-winning sweet wine collection can be enjoyed with favorite foods and favorite people.



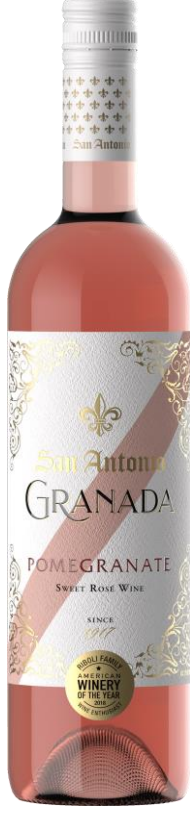
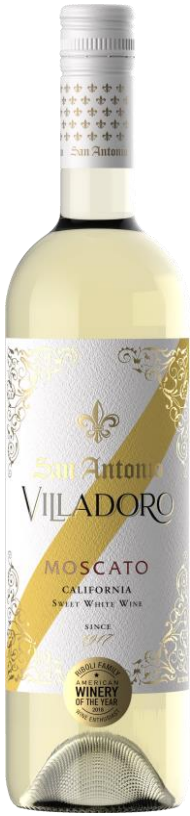
The San Antonio Specialty Consumer

San Antonio Specialty is largely a generational brand. Many consumers discover the brand through their parents or even their grandparents. Families enjoy San Antonio Specialty together and love to introduce other loved ones to the brand.

- Multicultural: Hispanic and African American
- Males and females
- Primarily 30s-50s but recruiting Gen Z and Millennials
- Medium income
- Hard workers keen on building generational wealth
- Family-oriented
- Enjoys quality time with loved ones
- Not wine experts, but rather people looking for a sweet, high-alcohol, easy-to-drink wine



How To Sell San Antonio Specialty



CARDINALE American Sweet Red	VILLADORO Moscato	IMPERIAL Grape Red	GRANADA Pomegranate
Alcohol: 11.5%	Alcohol: 12%	Alcohol: 12%	Alcohol: 12%
Residual Sugar: 10g/100mL	Residual Sugar: 11g/100mL	Residual Sugar: 6g/100mL	Residual Sugar: 11g/100mL
Characteristics: Ripe red berries, refreshing grape flavor	Characteristics: Honey and peach flavor, floral aromas	Characteristics: Plum and cherry aromas with notes of red berries	Characteristics: Rich grape flavor, tropical fruitiness, notes of pomegranate, strawberries, pineapple, and citrus

HIGH ALCOHOL
11.5%
ABV

AFFORDABLE
\$\$\$
PRICE POINT

BEST SERVED
CHILLED

GREAT FOR
CELEBRATIONS

FRUIT-FORWARD
FLAVOR

IMPACT
HOT BRAND
AWARD

