

## WHAT IS SAN ANTONIO SPECIALTY?

In 1967, the Riboli Family launched San Antonio Cardinale as a sweet red blend with aromas of ripe berries and a refreshing grape flavor. The wine won its first medal in 1968, a year after being introduced. Since then, it has won over 40 gold medals and has established itself as a staple in the United States.

After Cardinale's success, the Riboli family decided to create three additional flavors to add to the collection. From sweet Moscato, to tropical sweet Rosé, the San Antonio Specialty family came complete with four distinct flavors that could be enjoyed at any time of day. Chill and enjoy these classic San Antonio wines at barbeques, dinner parties, or family nights at home.

## WHY SAN ANTONIO SPECIALTY?

- San Antonio Specialty's consumer base is predominantly Hispanic.
- With \$1.9 Trillion in buying power, Hispanic consumers account for 11% of total US buying power.<sup>1</sup>
- At 63.5 million people, Hispanics in the US represent 19% of the total population.<sup>2</sup>
- At almost 16.5 million, Hispanic Millennials account for 25.9% of the entire US Hispanic population.<sup>2</sup>
- San Antonio Cardinale is the #1 best seller at San Antonio Winery locations and a top-selling SKU across many chains nationwide.

<sup>1</sup>Numerator LME 9/30/22 Collage Group/CGA/Selig Center Report/Nielsen's Diverse Intelligence Series

<sup>2</sup>Mintel



**NEW LABEL  
COMING JUNE 2023**



PROFILE: RIPE BERRIES  
VARIETAL: RED BLEND  
ALCOHOL: 11.5%



PROFILE: RED BERRIES  
VARIETAL: RED BLEND  
ALCOHOL: 12%



PROFILE: TROPICAL FRUITS  
VARIETAL: SWEET ROSE  
ALCOHOL: 12%



PROFILE: HONEY AND PEACH  
VARIETAL: WHITE MOSCATO  
ALCOHOL: 12%

## MARKETING SUPPORT\*:



Magnetic Rack



Case Sleeve



Shelf Talker



Necker

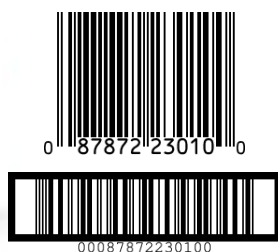


Case Card

## UPC BARCODES:

\*assets available in English and Spanish

### Cardinale



### Imperial Red



### Villadoro



### Granada

