

2025 PLAYBOOK

RIBOLI FAMILY WINES
16% BRANDS

MAGNUM
VS

San Antonio
Extremo



2025 PLAYBOOK

JULY 2025



GOAL: To become the ultimate lifestyle beverage choice for a new generation of consumers (21-35YO) by offering a bold and high-impact wine that matches their vibrant, social lifestyle with flavors and vibes that elevate the night.

WHY?: Recruit consumers of high proof beverages to Magnum VS with a better tasting, unique fruit-forward flavor profile that sets the benchmark for high ABV wines.

TARGET AUDIENCE: 21-35YO multicultural consumers across the country focused on key hubs and metropolitan areas.



SRP \$11.99

750ml



Lolli

Icon

XXL

Fiore Maxx

Maxx 16

Alternative Sizes

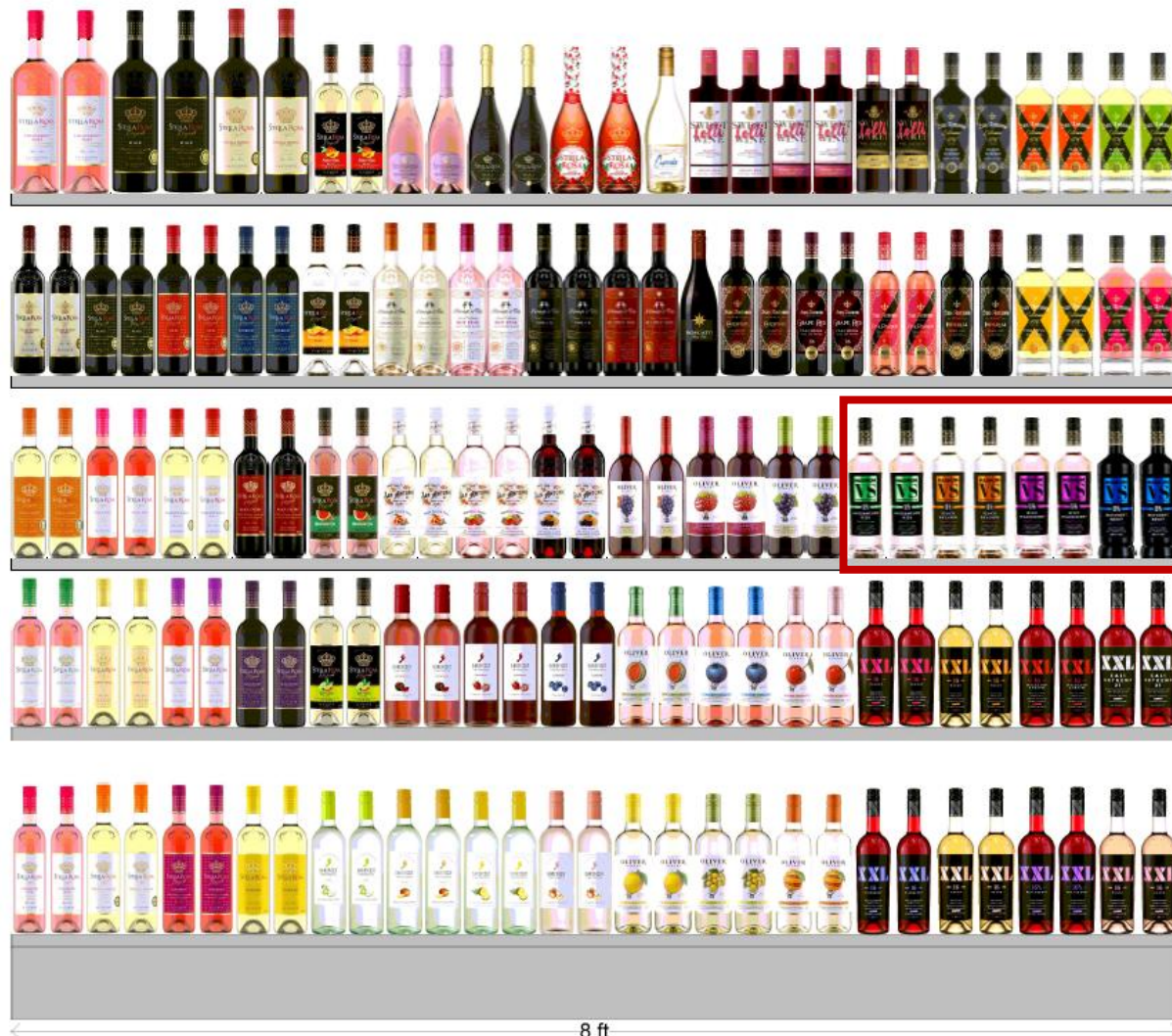


BuzzBallz



Beatbox

8 FT - SWEET SECTION



- Set within higher proof segment of the "sweet section" (set away from Stella Rosa which is lower ABV)
- Magnum VS should be at mid to eye level on the shelf above category leaders following price flow

High Traffic:
21+ cases



Medium Traffic:
12+ cases



Low Traffic:
4+ cases



- Keep in mind that there are 2 distinct sides of the Magnum VS outer shipper:
 - BLACK SIDE and
 - COLOR SIDE - SKU specific
- When merchandising multiple types, there are a few options:
 - Alternate 'color columns' and 'black columns' as in Display #1 - or
 - Merchandise cases as all 'color side' as in Display #2 - or
 - Merchandise cases as all 'black side' (not shown)
 - Avoid alternating between black/color among multiple types as in Display #X



Alternate 'color columns' and 'black columns' when displaying multiple types



Merchandise cases as all 'color' side

"Black Side"



"Color Side"



X



Avoid alternating between black/color among multiple types



DISTRIBUTION PRIORITY:

1. Midnight Berry
2. Peach Passion

- Place Magnum VS within sweet section of cold box (always to the right of Stella Rosa)
- Choose highest volume sku's (per store sales) to be in cold box
- All Magnum VS should be served chilled

DISTRIBUTION PRIORITY

1. Midnight Berry
2. Peach Passion
3. Wild Strawberry
4. Watermelon Kiss

TASTING

1. Drive Tastings during high traffic
2. Taste the Difference (vs competition)!
3. No need give up flavor for elevated experience

PRESENTATION

1. Pour in rocks glass over ice
2. Garnish





San Antonio
Extremo

**2025
PLAYBOOK**



GOAL: To become the go-to, high alcohol flavored beverage for Hispanic/Latinx adults seeking bold, sweet, and high-energy experiences—both in taste and lifestyle—by blending flavor, strength, and “cultura” into every bottle.

WHY?: Our wine isn't just a drink— Extremo is a statement of identity: strong, sweet, colorful, and unapologetically fun. We aim to empower self-expression, social connection, and cultural pride—one pour at a time.

TARGET AUDIENCE: 21-35YO multicultural consumers. The 200%’ers (100% American, 100% Hispanic)



SRP \$11.99

750ml



Lolli

Icon

XXL

Maxx

Maxx 16

Alternative Sizes



BuzzBallz



Beatbox

8 FT - SWEET SECTION



- Set within higher proof segment of sweet section (set away from Stella Rosa which is lower ABV)
- Important to color block with the 5 flavors to bring the vibrancy of label to life
- Should always be above XXL and if placement of San Antonio Wines exist, to the right of them

4x4



4x5



- Place Extremo within sweet section of cold box (always to the right of Stella Rosa)
- Choose highest volume sku's per store sales to be in cold box
- San Antonio Extremo should be served chilled

DISTRIBUTION PRIORITY

1. Peach Suave
2. Strawberry Sabroso
3. Black Intenso
4. Pineapple Picante
5. Mango Fresco

TASTING

1. Taste the difference (vs competition)!
2. Drive tastings during high traffic windows
3. Consumer doesn't need to 'give up flavor for elevated experience'

PRESENTATION

1. Serve over ice
2. Rocks glass preferred
3. Add garnish
4. Have fun!



BOTTLE UPCS

