

INTRODUCING

San Antonio PORT

COMING 2024



SAN ANTONIO PORT

END YOUR MEAL ON A SWEET NOTE

San Antonio Port is a rich, sweet wine made with a blend of **California grapes** and pure **grape brandy**. With enticing notes of **caramel** and a **raisin-like** aroma, this full-bodied port is **soft** and **smooth** on the palate. San Antonio Port pairs perfectly with a variety of cheeses and desserts. Simply **serve chilled on the rocks** and elevate your after-dinner conversations.



SWEET & SMOOTH



Flavor Profile: Caramel, peanut-brittle and raisin flavors with a smooth finish and nutty notes.

Residual Sugar: 100 g/L

PH: 3.6

ABV: 18%

TA: 6.0 g/L

Vintage: NV

\$11.99
SRP



Port Sweet & Smooth vs Port Culinary Wine



- Dessert wines that can be enjoyed with a variety of cheeses and desserts
- Served chilled
- 18% ABV
- Flavors of caramel and raisins, and peanut brittle
- Aging: 4 years



- Culinary wines
- Ideal for food preparation
- Kitchen friendly container
- 18.3% ABV
- Ripe flavors of raisin and prune
- Aging: 12 months



EXECUTION STANDARDS



San Antonio PORT

SRP

\$10.99

ITEM PLACEMENT

Next to traditional Ports
Next to high ABV% wines

- Target 2 facings of San Antonio Port to capture consumer's attention.
- Merchandise with Port POS to drive brand awareness.
- Highlight the high ABV%, affordable price point, and sweet flavor profile of the wine.



RIBOLI FAMILY WINES

PROPRIETARY & CONFIDENTIAL | INTENDED SOLELY FOR USE OF ADDRESSED RECIPIENT AND MAY NOT BE REPURPOSED OR REUSED

MARKETING LAUNCH PLAN

DIGITAL

- Geo-fence ads
- Audience-based Display ads
- Google search ads

SOCIAL

- Micro Influencer collaborations
- Paid ads
- Organic content

EXPERIENTIAL

- Liquid-to-lips events where legal, in partnership with SA Specialty



OFF PREMISE

- POS assets

ON PREMISE

- In-store Sampling events

WEB

- Landing page
- SEO

END YOUR MEAL ON A SWEET NOTE



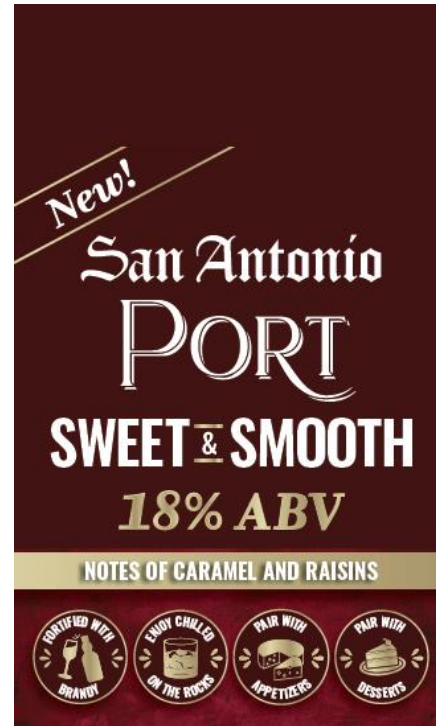
TRADE MARKETING POS



Case Card



Case Tucker



Shelf Talker



Poster



Necker

