

SPRITZ DEL CONTE

THE ICONIC ITALIAN SPRITZ THAT'S READY TO SERVE

Indulge in the vibrant soul of La Dolce Vita with Spritz Del Conte, the perfect ready-to-serve cocktail that's made in Italy.

THE RISE OF SPRITZ

Inspired by the charm of European summers, Spritz has become a cultural favorite, perfect for any social occasion.

INTRODUCING THE NEW SPRITZ DEL CONTE 250ML 4-PACK



CLASSICO

Taste: Sweet and fresh, with notes of citrus and aromatic herbs.

NEGRONI

Crisp taste with natural juniper, botanicals, herbs, and white wine notes.

VERMOUTH

Sweet crisp taste with herbs, botanicals, and white wine notes.

LEMONCELLO

Sweet, crisp taste with fresh, zesty lemon and premium white wine notes.



YOUR SHIPPER BECOMES YOUR
IN-STORE DISPLAY! SCAN HERE
FOR 3 QUICK ASSEMBLY STEPS

The Wine Based Cocktail category is
booming, reaching
\$960M IN THE U.S.
off-premise market.

As one of the fastest-growing categories,
it has seen:

+30% GROWTH VS. 1 YR AGO
+64% GROWTH VS. 2 YRS AGO
+91% GROWTH VS. 3 YRS AGO

NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 3/8/25

**NEGRONI COCKTAIL IS A
\$5.2M CATEGORY**
and growing with a
117% GROWTH RATE VS. A YR AGO.

Nielsen IQ; Total US AOC + Liquor Open State + Conv;
Latest 52 weeks ending 1/11/25

**THE LIMONCELLO SPRITZ IS EXPLODING
IN ITALY.**

"Limoncello is definitely having a renaissance right now,"
says Alessandro Buonadonna, head barman and
mixologist director at Grand Hotel Villa Serbelloni on Lake
Como. **It's now playing a starring role in spritzes, which
themselves are on the upswing.**

Maria Yagoda, The Limoncello Spritz Is Exploding in Italy. Here's How to Make It at Home. Wine Enthusiast, June 19, 2024



PIEDMONT
is an area rich in the
history of Vermouth
production which dates
back to the 1800's.



CLASSICO
VENETO

is the birth place of the
classic Italian Spritz,
which dates back to the
late 1800's.

VERMOUTH



LEMONCELLO

TUSCANY
is the birth place of
the Negroni cocktail,
which dates back to
the early 1920's.



NEGRONI

CAMPANIA
is the birth place of the
classic limoncello,
capturing the flavor of the
Amalfi coast dating back
to the early 1900's.

