

SPRITZ DEL CONTE NEGRONI



CASE UPC BARCODE



10087872628522

THE ICONIC NEGRONI SPRITZ THAT'S READY TO SERVE!

Spritz Del Conte Negroni wine cocktail perfectly combines the fragrant and crisp notes of white wine infused with natural juniper, herbs, zesty orange flavors and other botanicals!



TUSCANY

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

This is where we derive our inspiration to combine two of Italy's classic drinks into a ready-to-serve Negroni Spritz.



NEGRONI COCKTAIL IS A \$4M CATEGORY

and growing at a 209% rate vs. a year ago

Source: CGA by NIQ Spritz surges in strong quarter for US On Premise cocktails - CGA (cgastrategy.com)

WINE BASED COCKTAILS

are a \$871M CATEGORY and growing at a 30% rate vs a year ago

Source: Nielsen IQ; Total US AOC + Liquor Open State + Conv; Latest 52 weeks ending 10/26/24

Typology: Wine-based cocktail

Alcohol: 13%

Color: Vibrant Red

Bouquet: Fresh citrus and zesty orange notes

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

Serving Temperature: 40°F

TWIST. POUR. SPRITZ!

