

SPRITZ DEL CONTE

2026 PLAYBOOK

AUGUST 2026



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GOAL

ESTABLISH SPRITZ DEL CONTE AS THE GO-TO, READY-TO-SERVE CHOICE FOR THE ICONIC *ITALIAN SPRITZ EXPERIENCE*.

WHY?

CONSUMERS WANT EASE-OF-USE COCKTAIL SOLUTIONS THAT ARE ACCESSIBLE, CONVENIENT AND TASTE AUTHENTIC.

COMPETITORS	Total RTS/RTD Category: - Aperol Spritz RTS - On The Rocks - Spritz Society - Saint Spritz	Non-Alcoholic Brands: - Lyre's - Phony Negroni - Wilfred's Bittersweet - Ghia Le Spritz - Ritual Zero Proof <i>Merchandise in Non Alc Section</i>
SRP	750ml ED: \$16.99 - \$15.99 Line Priced 250ml - \$6.99	
NOTE	SPRITZ DEL CONTE IS A WINE BASED, READY TO SERVE BEVERAGE MEANING IT CAN BE PLACED IN BEER & WINE ONLY ACCOUNTS.	



+ 250ml



+ 750ml



✓ Shelf Placement Priority is based on channel and legalities by state.

Priority #1:
Merchandise in Spirits -
Based Ready-to-Serve Section



Spirits Accounts

Priority #2:
Merchandise in Wine -
Based Ready-To-Serve
(for wine-only accounts)



Wine-only Accounts

✓ Shelf Placement Priority is based on channel and legalities by state

Priority #1 -
(NA Spirits)



Spirits Accounts

Priority #2 -
(NA Wine)



Wine-only Accounts



High Traffic – 12+ cases



Med Traffic – 8+ cases



High Traffic – 8+ cases



8-cs Rack Available

SPRITZ DEL CONTE DISPLAY STANDARDS (CONTAINS ALCOHOL)



HT Displays
9 -12 case average



MT Displays
6 – 8 case average

Product Mix:

- 60% of display with Classico
- 40% Lemoncello, Hugo, Negroni

NON-ALCOHOLIC DISPLAY STANDARDS



HT Displays
6 – 8 case average



MT Displays
4 – 6 case average

Product Mix:

- 60% of display with Classico NA
- 40% of display with Lemoncello, Negroni NA

COLD BOX STANDARDS

COLD BOX STANDARDS

- Cold Box Priority
 - Classico
 - Classico NA
 - Lemoncello



CLASSIC ITALIAN COCKTAILS



1. Classico Classic Italian Spritz
2. Lemoncello Classic Italian Spritz
3. Negroni Classic Italian Spritz
4. Hugo Classic Italian Spritz
5. Vermouth Classic Italian Spritz

NON-ALCOHOLIC ITALIAN COCKTAILS



1. Classico NA Italian Spritz
2. Lemoncello NA Italian Spritz
3. Negroni NA Italian Spritz

CHANNEL FOCUS:

750ml

- Mainstream Grocery
- Independents
- Club

250ml

- Convenience

ADJACENCIES

- Primary (Spirits and Wine Accounts) - Spritz del Conte adjacent to RTS Spritz
- Secondary (Wine Based Only) - #1 Position above RTS wine-based cocktails

CLASSIC ITALIAN COCKTAILS - PRIORITY

- Spritz del Conte Classico
- Spritz del Conte Lemoncello
- Spritz del Conte Negroni (NEW)
- Spritz del Conte Hugo (NEW)
- Spritz del Conte Vermouth



NON-ALCOHOLIC ITALIAN COCKTAILS - PRIORITY

- Spritz Del Conte Non-Alcoholic Classico
- Spritz Del Conte Non-Alcoholic Lemoncello
- Spritz Del Conte Non-Alcoholic Negroni (NEW)



CHANNEL FOCUS:

- Classic Italian Cocktails
 - Targets - Beer/Wine Licensees, Brunch Restaurants, Hotels/Pool Bars, Local Bars,
 - By the Glass
 - Cocktails
- Non-Alcoholic - All Channels
 - Mocktails
- 250ml -
 - LTO, Grab & Go, Catering Opportunities



PRESENTATION



Stemmed Wine Glass
6 oz Pour
Fill With Ice & Garnish as Desired
SPRITZ!

SIGNATURE SERVE SUGGESTIONS:



ON PREMISE POS

Coasters – Table Tents –
Branded Glassware etc.



Menu Listing/ Descriptions

- **Spritz Del Conte Classico** – A refreshingly vibrant classic Italian spritz with a fresh sweet-bitter balance and notes of citrus and aromatic herbs.
- **Spritz Del Conte Lemoncello** – Bright citrus and herbal notes with zesty lemon and bubbly white wine.
- **Spritz Del Conte Negroni** – Crisp, refreshing notes of white wine with juniper, herbal botanicals, and vibrant orange zest.
- **Spritz Del Conte Vermouth** – A crisp Vermouth Spritz with botanical notes, fresh herbs, and a refreshing white wine twist.
- **Spritz Del Conte Classico Non-Alcoholic** – A refreshingly vibrant classic Italian spritz with a fresh sweet-bitter balance, notes of citrus and aromatic herbs, < 0.5% ABV.
- **Spritz Del Conte Lemoncello Non-Alcoholic** – Bright citrus and herbal notes with zesty lemon and bubbly white wine, < 0.5% ABV.
- **Spritz Del Conte Negroni Non-Alcoholic** – A harmonious blend of aromatic herbs and botanicals with notes of zesty orange and bitters, < 0.5% ABV.

Identify by
Brand in all
printed
materials!



NON-ALCOHOLIC