

SPRITZ DEL CONTE



NEW SIZE!

SPRITZ DEL CONTE

250ML

Experience the vibrant
essence of Italy with
Spritz Del Conte Classico
and **Non-Alcoholic**
in a convenient
250ml format.



**TWIST.
POUR.
SPRITZ!**



THE POWER OF 250ML

WHY SPRITZ DEL CONTE WINS IN THIS FORMAT

Spritz Del Conte climbed to #2

in the \$15–19.99 ready to serve wine-based cocktail category proving its rapid rise and strong consumer demand.

NIQ; TOTAL US XAOC + LIQUOR OPEN STATE + CONV;
LATEST 52 WEEKS ENDING 4/26/25

15.8% YoY growth

projected for glass packaged RTD cocktails (2025–2030), driven by premium positioning and standout shelf appeal.

GRAND VIEW RESEARCH, READY-TO-DRINK COCKTAILS MARKET (2025 - 2030), 2/12/2

Ready to Drink is a **\$13.9 billion**

category, growing at 3.2% vs YA

Ready to Serve is a **\$649 million**

category, growing at 7.2% vs YA

NIQ; TOTAL US XAOC + LIQUOR OPEN STATE + CONV;
LATEST 52 WEEKS ENDING 8-30-25

READY TO SERVE CATEGORY



PRODUCT FEATURES

TWIST. POUR. SPRITZ!



Typology: Aromatized wine-based cocktail

Alcohol: 8.5%

Color: Bright Orange

Bouquet: Characteristic of orange peel, with hints of aromatic herbs.

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

Serving Temperature: 40°F

Grape Variety: Glera



**BEST IN CLASS
97 POINTS**



Typology: Non-Alcoholic Beverage

Alcohol: Less than 0.5%

Color: Bright Orange

Bouquet: Characteristic of orange peel, with hints of aromatic herbs.

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

Serving Temperature: 40°F

Grape Variety: Glera



**BEST IN CLASS
96 POINTS**

COMPETITIVE LANDSCAPE

375ml



\$10.99
(\$0.87/fluid ounce)



\$11.21
(avg. unit price -
\$0.88/fluid ounce)

250ml



\$6.99
(\$0.83/fluid ounce)

200ml



\$6.99
(\$1.03/fluid ounce)



\$6.74
(avg. unit price -
\$0.99/fluid ounce)

Source: NIQ – TTL USxAOC + Liquor Open State + Conv. 52w ending 10/11/25

ELEVATE THE ON-PREMISE EXPERIENCE



ELEVATE THE ON-PREMISE EXPERIENCE

**SPRITZ
DEL
CONTE**

The new 250ml format creates a serving ritual for the brand and a familiar yet new experience.

- Delivers a perfectly consistent serve every single time.
- Encourages flavor trial and exploration.
- Glass packaging elevates visual appeal directly with the consumer.



**HOTELS, ROOFTOP BARS
& BEACH CLUBS**



**WINE BARS &
COCKTAIL LOUNGES**



RESTAURANTS



COFFEE SHOPS



YOUR READY-TO-GO SPRITZ

NEW 4-PACK x 250ML

SPRITZ
DEL
CONTE

CLASSICO VERMOUTH NEGRONI LEMONCELLO

Perfectly positioned to drive impulse purchases with its grab-and-go convenience.

Drive gifting occasion during the holiday season.

Your Shipper Is Your
In-Store Display!



GIFTING OPPORTUNITY

SEASONAL & HOLIDAY DRIVER

- **Perfect Stocking Stuffer Size -**
The 250ml format fits perfectly into stockings and small gift bundles, making it a simple, high value grab-and-go purchase.
- **Ready-to-Gift Convenience -**
Attractive packaging encourages quick gifting purchases, especially in high-traffic holiday moments.
- **Holiday Party Essential –**
Promote as the no-mix, no-mess option for hosts looking to serve elevated cocktails.



STOCKING STUFFERS



READY TO GIFT



HOLIDAY PARTIES

LAUNCH PLAN



SOCIAL MEDIA

- Organic Content
- Influencers
- Paid Ads

WEBSITE

- Product Page
- SEO, SEM

NEWSLETTER

- Launch Email Blast
- Drive Holiday gifting



PR

- Holiday Opportunities
 - Stocking Stuffers
 - Gifting

MEDIA

- Paid Search Ads
- YouTube Ads

EVENTS

- Apres-ski Activations
- Drive Flavor Trial

INFLUENCER AND PAID STRATEGY



INFLUENCERS



PAID ADS HOLIDAY FOCUS



Social media push for the 250ml launch, highlighting gifting moments, ease of use, and the ready-to-serve messaging.

Content will feature lifestyle visuals, holiday gifting ideas, and effortless serving occasions, supported by influencer partnerships and targeted paid ads to drive reach and conversion.

SPRITZ DEL CONTE

Production Process

1

MACERATION

Our botanicals, including gentian, rhubarb, bitter orange peel, vanilla, artemisia absinthium, sweet orange peel, china calissaia, lemon peel, and quassia are macerated for 20–25 days in a 40% ABV alcoholic solution derived from wine (brandy) in stainless steel tanks.

2

FILTRATION

Once ready and perfectly refined, the macerated liquid is then filtered.

3

BLENDING

The filtered liquid is added (in a percentage of 5–7%) to a blend of Prosecco wine (60%) and unfermented Glera grape juice (33–35%). This new blend is then refined in stainless steel tanks for 12–15 days.

4

BOTTLING

The final liquid blend is stabilized at cold temperature (0°C /32°F), filtered and bottled.

5

FINAL PRODUCT

Spritz Del Conte is ready to serve! Simply twist, pour over ice, and spritz!



CLASSICO

SPRITZ DEL CONTE

Production Process

1 BOTANICAL INFUSION

Our botanicals, including gentian, rhubarb, bitter orange peel, vanilla, artemisia absinthium, sweet orange peel, china calissaia, lemon peel, and quassia, undergo a 10–15-day infusion process in stainless steel tanks filled with purified water. Ultrasound technology is used to extract all desired flavors. The use of high and low frequency waves during this process allows for an efficient extraction of the desired compounds.

2 FILTRATION

Once ready and perfectly refined, the liquid obtained is then filtered.

3

BLENDING

About 5–7% of the filtered liquid is added to a blend of unfermented Glera grape juice, and is refined in stainless steel tanks for 20–25 days.

4

BOTTLING

The final liquid blend is stabilized at cold temperature (0°C /32°F), filtered and bottled.

5

FINAL PRODUCT

Spritz Del Conte Non-Alcoholic is ready to serve! Simply twist, pour over ice, and spritz!



NON-ALCOHOLIC