

Invitation for Retailers

5th Consecutive Edition



National
PROSECCO
Week



CAMPAGNA FINANZIATA AI SENSI DEL REGOLAMENTO UE N. 1308/13
CAMPAGN FINANCED ACCORDING TO EU REGULATION No. 1308/13

What is National Prosecco Week?

- National Prosecco Week: **July 18 - 24, 2022.**
- Campaign **supported by Prosecco DOC Consortium** with publicity, press and trade masterclasses, consumer events and advertising.
- Partnerships with retailers **all over US**
- **Ample media coverage** through print, social and digital media, including Thrillist.
- There is **no cost to join-in**, you only need to **carry at least 03** participating brands.
- **Free POS Material** (including shipping) will be available.



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Participating Prosecco DOC Brands

BOTTEGA
SpA
Family Vintners Since 1635

RUFFINO


GANCIA
— 1850 —


LAMARCA

FAMIGLIA
ZONI
— DAL 1821 —

CANTINE **RIONDO** SpA


TORRESELLA


MIONETTO
FONDATA NEL 1887


LeContesse
VINI E SPUMANTI


Ca' Furlan

BOTTER
— Venezia 1928 —

PONTE
UOMINI E VIGNE DAL 1948

Z
ZARDETTO

PITARS
VIGNETI DI FAMIGLIA IN FRIULI

VAL D'OCA



PIZZOLATO
ORGANIC WINE


DAL 1926
VALDO
VALDOBBIADENE


ANNO 1622
VILLA SANDI
THE ICONIC PROSECCO

ABBAZIA

LAGIOIOSA
ET AMOROSA


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What's in it for our partners



- Attractive and educational POS materials to enhance Prosecco section and ignite consumer interest.
- Media mentions of participating retailers through PR efforts with trade and consumer publications both digital and print.
- Participating locations featured on National Prosecco Week website.
- Posts and mentions in social media channels boosted with paid advertisement.
- An opportunity to win a trip to Italy!
- Increased visibility for your store, increased foot traffic and increased Prosecco sales!



Get a chance to win a trip to Italy!

- Participate to win one of two trips to visit the region in Italy!
- To be eligible, create the most original and innovative promotion.
- Winners will be determined by the Consortium and will be based on creativity, social media engagement, number of DOC Prosecco wines featured, and number of bottles sold.
- The prize includes a visit to Venice and Prosecco for 2 people.



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Want to get involved?

- Carry at least three of the participating Prosecco DOC wine labels
- Request branded POS materials (flyers, poster). Free shipping
- Create a display or any other kind of promotion suited to your scale, taste, style or operations, or call us for ideas.
- Send us pictures of your displays, Prosecco DOC section setup and info on any specials deal you choose to run during the promotional period.
- Photos, videos and special deals will be posted on the Prosecco DOC social media channels generating exposure for your store.
- If you manage your own social media channels, tag us #NationalProseccoWeek #ProseccoDOC and we will repost to amplify reach.
- And remember...**There is no cost to you to participate!**



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Activating the National Prosecco Week Promotion: Some ideas for you

- Utilize window signage and shelf signage provided by the Prosecco DOC Consortium (either in PDF files or printed, as you prefer)
- Distribute postcards to your customers promoting National Prosecco Week.
- Feature end cap and front-of-store displays of Prosecco brands.
- Send us photos of your displays and tastings; we'll promote on the Prosecco DOC website and our social media pages.



Prosecco DOC Materials

Flyers

5x7 inches



Poster

23x33 inches



Prosecco DOC Social Media Handles



[@proseccodoc_usa](https://www.instagram.com/proseccodoc_usa)



[@proseccodoc](https://www.facebook.com/proseccodoc)



[#Nationalproseccoweeek](#), [#ProseccoDOC](#),
[#ItalianGenio](#)



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Interested?

Give us a call or shoot us an email.

We're happy to discuss ideas for National Prosecco Week
with your team.

Please reach out to:

Cindy Woodman

Email: cwoodman@colangelopr.com

Guadalupe Escurra

Email: gescurra@colangelopr.com



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Grazie!



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