



National
PROSECCO
— Week —

Handbook for Retailers

What is National Prosecco Week?

- National celebration of Prosecco DOC from July 20-26, 2020.
- Campaign supported by Prosecco DOC Consortium with publicity, press and digital retail programming.
- E-commerce partnerships with retailers across U.S. to promote and increase sales of Prosecco DOC wines.
- Ample media coverage through print, social and digital media.



E-Commerce Promotions

The retail landscape has changed dramatically with more consumers purchasing online than ever before, National Prosecco Week has developed e-commerce programs to raise awareness and increase sales of DOC Prosecco wines.

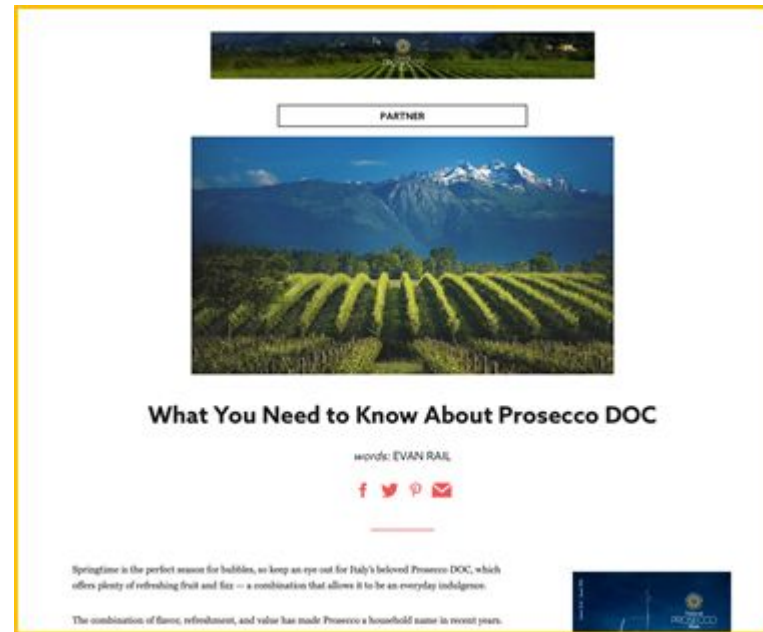
We will work with each retailer to develop a customized e-commerce promotion that can include:

- Banner ads
- Customized landing pages
- Hosted virtual tastings
- Newsletter features
- Email blasts
- Virtual staff trainings

All e-commerce partnerships will be supported with a National social media advertising campaign that will drive traffic to the retailer's website or custom landing page.

Media Partnerships

In the past two editions, National Prosecco Week partnered with top wine media such as Vinepair and SevenFifty to widely promote the initiative among wine trade and consumers. Similar media partnerships are currently being negotiated with Seven Fifty Daily, VinePair and potential new partners like Time Out, Wine Enthusiast, Bustle Digital Group, Thrillist and more.*



**Updated presentation will be shared upon confirmation.*

What's in it for our Partners?

- ❑ Customized digital promotions to raise awareness of DOC Prosecco and increase the sales of wines.
- ❑ 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.
- ❑ Increased visibility for your store, increased web traffic and increased Prosecco sales!



Want to Get Involved?

- Carry at least three of the participating Prosecco DOC wine labels*.
- Request digital assets including banner ads, website copy, bottle shots, etc. as well as in-store POS materials (flyers, poster, postcards).
- Create a Prosecco Week promotion that could include special pricing on DOC Prosecco wine, virtual tastings, or multi-bottle wine offers.
- 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!

**Get in touch with us to find out which brands will be participating.*

Drafted Prosecco DOC Materials

Flyers

5x7 inches



Poster

23x33 inches



Promotional material design will be similar to the one featured here

Prosecco DOC Social Media Handles



https://www.instagram.com/proseccodoc_usa/



<https://www.facebook.com/proseccodoc/>



#Nationalproseccoweek, #ProseccoDOC,
#ItalianGenio

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 Sarah Howard

Tel: 206.303.7444

Email: showard@colangelopr.com



GRAZIE!



PROSECCO DOC
ITALIAN GENIO



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