



National  
**PROSECCO**  
— Week —

Handbook for Retailers

# What is National Prosecco Week?

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- National celebration of Prosecco DOC from July 19-25, 2021.
- 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

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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.

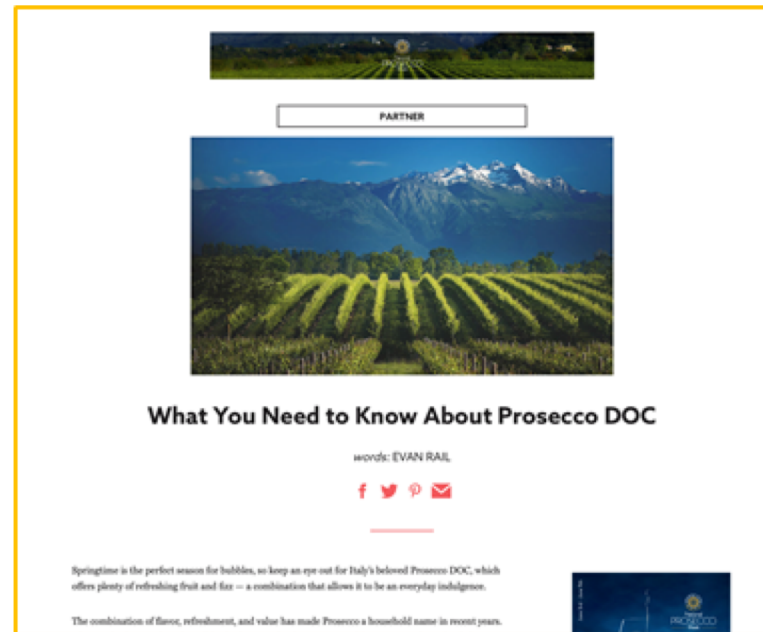
We will work with each retailer to develop a customized e-commerce promotion that can include:

- 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?

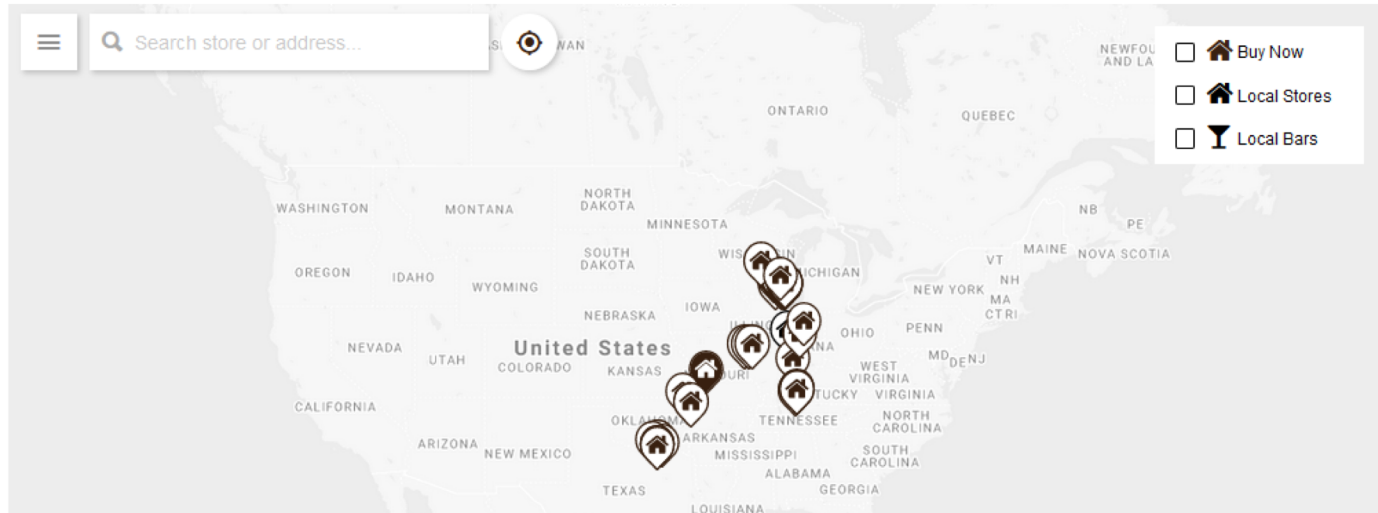
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- Customized digital promotions to raise awareness of DOC Prosecco and increase the sales of wines.
- Media mentions of participating retailers through PR efforts with trade and consumer publications both digital and print.
- Participating locations featured on [National Prosecco Week website](#) with a new Direct to Consumer e-commerce feature.
- Posts and mentions in social media channels boosted with paid advertisement.
- Increased visibility for your store, increased web traffic and increased Prosecco sales!



# Website E-Commerce Integration

## Where to Buy



New to the National Prosecco Week campaign in 2021, will be an integrated e-commerce shop on the National Prosecco Week website. Participating retailers will be included on the shoppable map, where consumers can purchase directly from the site. All social media, influencer and media partnership activities will drive traffic to the National Prosecco Week website and shop.

- Increased visibility for your store
- New customers (and their data)
- Increased Prosecco DOC sales!

# Want to See Your Prosecco Sales Increase?

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We would love to have you join us in celebrating National Prosecco Week! Participation is simple!

- Carry at least three of the participating Prosecco DOC wine labels\*.
- Promote National Prosecco Week 2021 and the wines using the assets provided (digital banner ads, website copy, bottle shots, in-store POS, etc.)
- That's it!

## **Want to Keep Celebrating?**

For stores that would like to take their National Prosecco Week celebrations a bit further, we are happy to provide additional assets for:

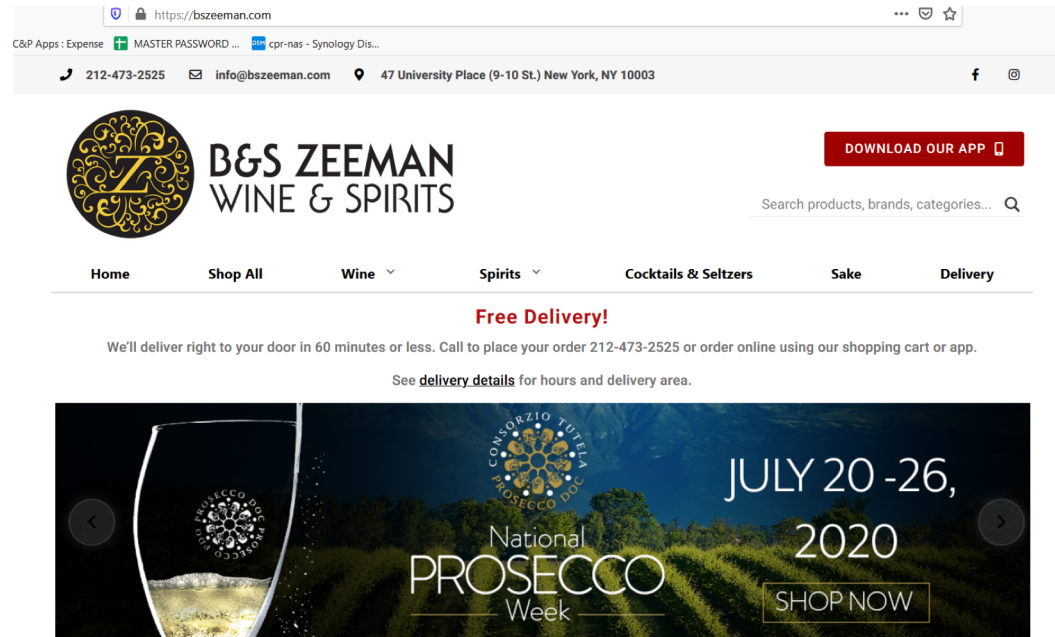
- Social media posts
- Designed consumer emails to promote National Prosecco Week and your Prosecco brands
- Virtual tastings
- In-store tastings
- Staff Trainings

**And remember.....There is no cost to you to participate!**

*\*Contact us to find out which brands will be participating.*



# Prosecco DOC Digital Assets



*Promotional material design will be similar to those featured here*

# Prosecco DOC Social Media Handles

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[https://www.instagram.com/proseccodoc\\_usa/](https://www.instagram.com/proseccodoc_usa/)



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



#Nationalproseccoweek, #ProseccoDOC,  
#ItalianGenio

# Interested?

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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 Bob Cappuccino  
Email: [robertcappuccino@gmail.com](mailto:robertcappuccino@gmail.com)

Tel: 201.563.3314

If you have additional questions about the National Prosecco Week Campaign, please contact:

Sarah Howard, email: [showard@colangelopr.com](mailto:showard@colangelopr.com)



# GRAZIE!



**PROSECCO DOC**  
**ITALIAN GENIO**



CAMPAGNA FINANZIARIA AI SENSI DEL REG. UE N. 1308/2013  
CAMPAIGN FINANCED ACCORDING TO UE REGULATION NO. 1308/2013

 **COLANGELO & PARTNERS**