

La Perlina



Introducing La Perlina in Aluminum Bottles now with Pinot Grigio

With soft, pearl-like bubbles, La Perlina, or "Little Pearl," draws its inspiration from the soft bubbles in sea foam and color palette of the Adriatic Sea near Venice. Grown at a higher altitude than most other whites in the region, the wines have exceptional aromas, flavor and crispness.



Moscato

Color: Pale yellow, with delicate perlage

Nose: Ripe citrus and stone fruit

Varietal: 100% Moscato

Palate: Sweet on the mid-palate, then crisp and clean

Finish: Surprisingly crisp and mouth-watering



Brut Rose

Color: Soft pink

Nose: Fruity and complex, with hints of wild strawberry, pear, raspberry and lavender

Varietal: 70% Chardonnay, 20% Pinot Noir, 10% Merlot

Palate: Fresh and well-balanced, with a pleasant, mineral-flecked finish

Finish: Clean and crisp



Pinot Grigio

Color: Light straw

Nose: Layers of lemon, peach blossom, and pear
Varietal: 100% Pinot Grigio
Palate: A crisp, bright texture and medium acidity

Finish: Mouth coating, satisfying, medium+ finish

375ml bottles

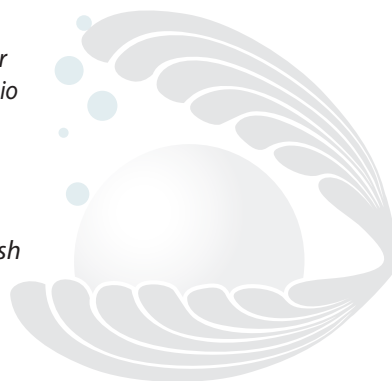
- Sales +20% in 2020 (750ml -2%)
- Growing societal forces of moderation make single-serve or duo-serve containers an increasingly more attractive package for consumers

Convenient -

- Resealable cap makes it easy to have a glass and then reseal
- Convenient for sporting events, parks, beaches and golf courses that do not allow glass
- Cools 5x faster than glass

Environmentally Friendly

- 100% recyclable
- 62% lighter than glass, significantly reducing greenhouse gas emissions



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DISPLAY: HOW & WHERE

Optimal Placement Locations

1 In the Cold Box

La Perlina belongs next to chilled wine, ciders, craft beer

Tip: Be sure and use the cold box window clings for POS!

2 Floor Stacks

Very few canned wines are case stacked. La Perlina's shipping cartons are strong enough, and are very attractive!

3 Shelf: With Can Wines: Coppola, House Wine

La Perlina is competitively priced vs. other premium canned-wine products but in a far more stylish wine package!



Cold box: The window clings are eye catching!

Floor Display: La Perlina shippers look fantastic on display!



Bottle Size: 375ml

Case Volume: 4.5L

Case Config: 12