

PELEGRINO

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1880



MISSION STATEMENT

Maximize Pellegrino’s 143-year-old history in Marsala and Pantelleria to become consumers’ brand of choice for Sicily’s most revered sweet and fortified wines.

KEY INFORMATION

- Established in 1880 by Paolo Pellegrino to produce Marsala wines in Western Sicily, the winery is today run by the family’s sixth generation
- Exported throughout Europe since 1925, Pellegrino reaches the US and Australia in 1960
- Acquired the Pantelleria property and started the production of Passito in 1992
- One of the largest producers of Marsala, category leader along with Florio
- Category leader of Passito di Pantelleria DOC

PRIORITY SKUs



Mineo Marsala
Fine Dry & Sweet
\$13.99



Pellegrino
Lemoncello
\$28.99



Pellegrino Marsala
Superiore Dry
& Sweet
\$16.99

OPPORTUNITY GENERATORS



Amaro
Pellegrino \$29.99



Pellegrino Passito
di Pantelleria
\$36.99



Pellegrino Zebo
Moscato Terre
Siciliane
Frizzante
IGT \$12.99

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APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Marsala Fine DOC
- Marsala Superiore DOC
- Passito di Pantelleria DOC
- Moscato di Sicilia IGT
- Amaro & Lemoncello

COMPETITIVE SET:

- Florio
- Curatolo
- De Bartoli
- Martinez
- Donnafugata (Pantelleria)

ADJACENCIES :

- Italian Marsala section
- Fortified wine (Port and Marsala, imported & domestic) section
- Imported liqueur (Amaro & Lemoncello) section
- Moscato and fizzy semi sweet wine section

SHELF POSITIONING



ITALY, SICILIA





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Pellegrino Marsala Superiore Sweet/Dry DOC 750ml/12pk Mineo Marsala Fine Sweet/Dry 750ml/12pk Pellegrino Amaro 750ml/12pk 	<p>ON PREMISE BTG PRIORITIES</p> <ol style="list-style-type: none"> Pellegrino Marsala Superiore Sweet/Dry DOC 750ml/12pk Mineo Marsala Fine Sweet/Dry 750ml/12pk Zebo Moscato Frizzante Terre Siciliane IGT 750ml/12pk
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Pellegrino Marsala Superiore Sweet/Dry DOC 750ml/12pk Mineo Marsala Fine Sweet/Dry 750ml/12pk Zebo Moscato Frizzante Terre Siciliane IGT 750ml/12pk 	<p>ON PREMISE BTB</p> <ol style="list-style-type: none"> Pellegrino Marsala Superiore Sweet DOC 750ml/12pk Pellegrino Passito di Pantelleria 750ml/6pk Pellegrino Amaro 750ml/6pk Pellegrino Lemoncello 750ml/6pk
	<p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> Pellegrino Marsala Superiore Sweet/Dry DOC 750ml/12pk Mineo Marsala Fine Sweet/Dry 750ml/12pk Pellegrino Amaro 750ml/6pk Pellegrino Lemoncello 750ml/6pk