

CASTELLO  MONACI





MISSION STATEMENT

Castello Monaci stands out in the heart of the Salice Salentino DOC, which is located in Puglia, a region along the Adriatic in the “heel of the boot” of farthest southeast Italy. The estate is dedicated to their sustainable philosophy and proudly specializes in crafting wines from Southern Italy’s indigenous grapes: Primitivo, Negroamaro and Malvasia Nera

KEY INFORMATION

- Castello Monaci stands out in the heart of the Salice Salentino DOC, which is located in Puglia, a region along the Adriatic
- Their cellars are surrounded by over 350 acres of vineyards, including old vine Negroamaro
- The region of Puglia is drenched in the most intense sunlight in all of Italy tempered only by the Adriatic and Ionian seas which provide constant, cooling maritime winds. This unique climate helps produce exquisitely balanced fruit.

PRIORITY SKUs



Piluna
\$18.99



Kreos Rose
\$17.99



Maru Negroamaro
\$16.99

OPPORTUNITY GENERATORS



Artas Primitivo
\$41.99



Verdeca
Petraluce \$18.99

90 pts

“Best Buy”

#75 of Top 100 Best Buys
Wine Enthusiast



APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED:

- Salento IGT

COMPETITIVE SET:

- Li Veli
- Pastini Valle d'Itria Faraone
- Varvaglione 12 e Mezzo
- Tormaresca
- Leone de Castris
- San Marzano

ADJACENCIES :

- Southern Italy section
- Appellation defined sections
- Near industry leader Tormaresca

SHELF POSITIONING



ITALY, PUGLIA





NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
ON-PREMISE PRIORITIES 1. Piluna Primitivo 750mL/12pk 2. Maru Negroamaro 750mL/12pk 3. Kreos Rose 750mL/12pk	ON PREMISE BTG PRIORITIES/BTB PRIORITIES 1. Maru Negroamaro 750mL/12pk 2. Piluna Primitivo 750ml/12pk 3. Kreos Rose 750mL/12pk
OFF-PREMISE PRIORITIES 1. Maru Negroamaro 750mL/12pk 2. Piluna Primitivo 750mL/12pk 3. Kreos Rose 750mL/12pk	OFF PREMISE PRIORITIES 1. Piluna Primitivo 750ml/12pk 2. Kreos Rose 750mL/12pk 3. Maru Negroamaro 750mL/12pk

TARGET ACCOUNTS		
		
		
		