


LUNA DI LUNA®

The Original



#ANYTIMEANYWHERE

Pinot Grigio delle Venezie DOC

 A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1308/13

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The Original

The roots of Luna Di Luna are firmly planted in the picturesque vineyards of Italy's legendary Tre Venezie region. The Tre Venezie enjoys a rich winemaking tradition and inventive spirit that has produced some of the best and most loved wines in the world. It's this Venetian blend of heritage and pioneering character that inspired a revolution in winemaking that became Luna Di Luna.

Originally crafted to create a more enjoyable wine, Luna Di Luna transformed the casual wine experience with its easy to drink taste profile, consistent quality and iconic bottles. Over the years wine lovers have known they can rely upon Luna Di Luna for delicious taste, dependable quality and exceptional value, and now Luna Di Luna is evolving to meet wine drinkers evolving desires.

ITALY'S BEST

Encompassing the modern regions of Veneto, Friuli-Venezia Giulia and Trentino-Alto Adige, the Tre-Venezie, a.k.a. Delle Venezie, is famous for producing crisp, refreshing whites and reds with bright fruit and velvety tannins. The region's proximity to the Alps and Adriatic creates a cooling effect and an ideal climate for locking in the grapes' fresh fruit flavors.



POPULAR VARIETIES

Pinot Grigio

An easy-going flavor profile, refreshing and fruit forward, and the ability to partner with a wide variety of foods has made Pinot Grigio an enduring every day favorite.

Luna Di Luna Pinot Grigio Delle Venezie DOC is crisp and clean; the wine is soft and harmonious on the palate with aromatic notes, hints of fruit and a floral, fruity bouquet. 12% ABV

Red Blend

With full-bodied, juicy flavors, approachable styles and excellent value propositions, Red Blends offer everything consumers want in a casual red wine.

Luna Di Luna Red Blend is bright and smooth; strawberry and white pepper flavors with hints of toasty oak and notes of red and black berry on the nose. 12% ABV


Available in both 750ml and 1.5L sizes.

ICONIC PACKAGE

- The signature blue and red bottles reinforce that these are the same Luna Di Luna wines that consumers love and rely upon.
- Highly recognizable bottles capture attention at point of sale where the majority of purchase decisions are made.
- Easy to open, resealable Stelvin closure is perfectly suited for casual wines.

#ANYTIMEANYWHERE encourages brand engagement and links to consumer behavior trend to make wine their beverage of choice for a wider variety of occasions.

  Luna Di Luna
@lunadilunawine

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