

# ALBERTO NANI

Organic Prosecco



# ALBERTO NANI *Prosecco* DOC Bio

Alberto Nani Prosecco DOC Organic is a consumer friendly wine with a fun and casual design that lives as a true celebration of the tradition and history of Italy's Treviso DOC region.

## EMERGING TREND TOWARDS ORGANIC

From picking where they dine or what wine they consume, wine drinkers — primarily Millennials — are concerned with sustainability and well-being, as identified in a recent Wine Intelligence Global Consumer Trends Report. In fact, a majority of wine drinkers aged 21-24 reported that organic or sustainably produced products are important when making their purchase decision of wine.

## PROSECCO IS A SPARKLING HIT

Prosecco sales have experienced astronomical growth surpassing the 4-million-case threshold on 22.6% growth in 2015 per Impact Databank. To put into perspective, Prosecco's incremental growth in the last two years has nearly matched overall Champagne volume in the US!

## TWO HOT TRENDS IN ONE BOTTLE = A BUBBLING SENSATION

The combination of Prosecco and the organic emerging trend speaks directly to the new Millennial consumer who is less concerned with ratings or region of origin and more with story, taste, and sustainability.

### PRODUCT FEATURES

### BENEFITS

Certified Organic by ICEA	Produced and certified organic, Alberto Nani speaks to the Millennial consumer who seeks organic, high quality wines. The wine has NO pesticides, insecticides or herbicides while favoring biodiversity and the preservation of the terroir for future generations.
Italian Prosecco DOC	From Italy's Treviso DOC region, Alberto Nani is classified in the main tier of Italian wine and is produced according to strict guidelines and standards to ensure quality.
Personality and novelty in one fun label	A good balance between a rigorous and celebratory style, Alberto Nani's label design is almost artisanal, like graffiti on a chalk board. It draws and captures attention, a key feature considering consumers make most of their decisions at shelf and 39% of women — 56% of all wine drinkers — are intrigued by "fun and fanciful" labels.

