

AMORE DI AMANTI

PROSECCO



FILL EVERYDAY WITH AMORE

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Amore Di Amanti is a value-price offering that rises from the heart of the Prosecco DOC region of Veneto, Italy and doesn't fail to impress with an appearance, bouquet and taste not found in wines of a similar price point.

THE SPARKLING WINE BOOM

The entire sparkling wine category, in 2015, continued to experience astronomical growth with consumption of sparkling wine increasing by 6.3%, while the overall US wine market advanced just 0.7%. As a result, sparkling wine's growth comprised nearly half of the market's growth!

PROSECCO IS BUBBLING OVER

Though nearly all segments of the category are on the rise in the U.S. market, Prosecco is its lone star surpassing the 4-million-case threshold on 22.6% growth in 2015, according to Impact Databank. Prosecco's success has come in a large part due to its more accessible price point and great quality, which has helped it garner an everyday appeal for consumers.

ITALIAN STYLE + EXCEPTIONAL QUALITY + ACCESSIBLE PRICE = TRUE AMORE

Amore di Amanti has the look, quality and price that consumers long for in an affordable, high quality everyday wine. The wine can be enjoyed by itself, mixed with their favorite cocktails or shared alongside their favorite food cuisines in expanded occasions like brunch, after-work socializing, among others.

PRODUCT FEATURES

BENEFITS

Quality for value	Superior price-value proposition priced for consumers looking for wine that is affordable, yet over delivers for its price.
DOC Classification	Classified in the main tier of Italian wine, the DOC classification ensures that wines are produced according to strict guidelines to ensure quality.
Distinctive and alluring label design	Elevates and further enhances the brand, as consumers expect the wine to cost more than it actually does.



Looks like **\$50** and tastes like **\$20** for about **\$10**