

GIRASOLE

Vineyards

Key Talking Points

- Family owned and farmed since 1955
- All Girasole wines are made from estate grown, certified organic grapes
- Vineyards certified organic for 20+ years /Grown in GMO-free Mendocino
- Fruit forward, food friendly wines
- High quality:price ratio
- Mendocino appellation (very warm days and cool nights)
- Impactful packaging for retail (label, color boxes, shelf talkers)
- Sweet spot for BTG pours
- Vegan friendly (no egg whites or fish gelatin used in fining)

Marketing Initiatives

- Direct mail campaigns to key retail/restaurant accounts to generate awareness
- Hand-written follow up thank you notes to new accounts
- Regional public relations efforts /support of regional tasting events/ participation in regional awards
- Shelf talkers/signage/postcards/display materials/sunflower seeds
- Canvas tote wine bags for key retailers
- Wine keys for restaurant staff trainings