



BIVIO

ITALIA

Bivio [Italian] *n*: a fork in the road



A MODERN TAKE ON CLASSIC ITALY

ANNOUNCING BIVIO ITALIA

- **One of the Biggest Untapped Trade-Up Opportunities in Wine**
 - The Italian imports category is the place to be. Italy is growing at double the rate of domestic wines and dollars are growing even faster than volume, confirming that Italian wine consumers love to trade up
 - Sales of super-premium wines (\$12-15 USD) are growing faster than any other price segment, a clear untapped opportunity for Italian wines
- **Fresher, Brighter Higher Quality Italian Wines**
 - Distinctly Italian yet fresh, bright, and crisp to fit today's tastes.
- **Finally, Distinctly Italian Wines with Modern Style**
 - Bivio wakes up a sleepy category with a stylish and vibrant color palette, iconic scooter image and racing shield reminiscent of Ferrari and Alfa Romeo
 - One of 1st Italian Pinot Grigio in screw cap
- **Americans Thirst for the Italian Way of Life**
 - Italian food, restaurants and wine all lead their categories across America



WINE	Pinot Grigio IGT	Chianti DOCG	Tuscan Red IGT
BLEND	100% Pinot Grigio	100% Sangiovese	65% Sangiovese 20% Cab. Sauv. 15% Merlot
TASTE	Green Apple, Citrus, Mineral, Clean Acidity	Dark Berries, Violet, Toasted Almond	Fruit and floral bouquet, dark berries
VINEYARDS	Collio region of Friuli, Trentino	Well exposed hillsides of the Chianti region	Southern Tuscany, high-altitude hills
WINEMAKING	Cold pressed, fermented and matured in stainless steel	Aged in barrique for balance and softness	Aged 8-12 months in oak

THE SUPPORT

A full suite of on and off-premise tools.

- **Off Premise**
 - Sell Sheet
 - Tech Sheets
 - Case Card
 - Shelftalkers
 - 3-Case Rack
- **On Premise**
 - Sell Sheet
 - Tech Sheets
 - 3L Bottles
 - Zyliss Cheese Grater
 - Italian Wine Stopper



TECHNICAL SHEETS



3-CASE RACK



SINGLE CASECARD



ZYLISS CHEESE GRATER

Live Fully
BIVIOITALIA.COM