



Bombina



High Volume
High Margin
High Traction
\$7.99 Retail
Italian Wines



\$7.99
Retail

Distributor Management



We deeply appreciate you and your team taking time out to review our Value line of wines from Italy. The wines provide 30% margins for both you, the distributor, and your retail accounts. We provide the highest level of distributor support of any value wines including , sales incentives, point of sale materials and market assistance.

The Bombina Red and White Wines are produced in the Southern region of Italy called Puglia. The Puglia region is world renowned for producing the finest, fruit forward, high quality and high value Italian wines.

Please see the following distributor prospectus which includes pricing, margins and marketing support for these Great Tasting, High Value Italian wines.

Thank You for Your Time!



Our Story



Vineyards

Cantine TEANUM has 165 hectares (400 acres) of their own vineyards located in the north area of the Puglia, which are distributed in fifth estates (Predicatella, Ricci, Zecchino, Coppa Castello and Il Vignale). In order to give our vines the exact quantity of water that they need for the production of quality wines, all our vineyards have drip irrigation. We mainly use two trellis systems pergola and low trellis.



Winery

The construction of our winery has been recently finished and all our bottled wines are produced in it. The winery is equipped with the most modern technology so as to give our wines an excellent enological quality. The cellar of our winery is underground in order to give our wines a better care during the process of aging. Also we own another winery that in its early times was an antique viticultural cooperative.



Puglia Region of Italy



**WINE
FOLLY**

June 15, 2015

Puglia Wine is Italy's Secret to Value

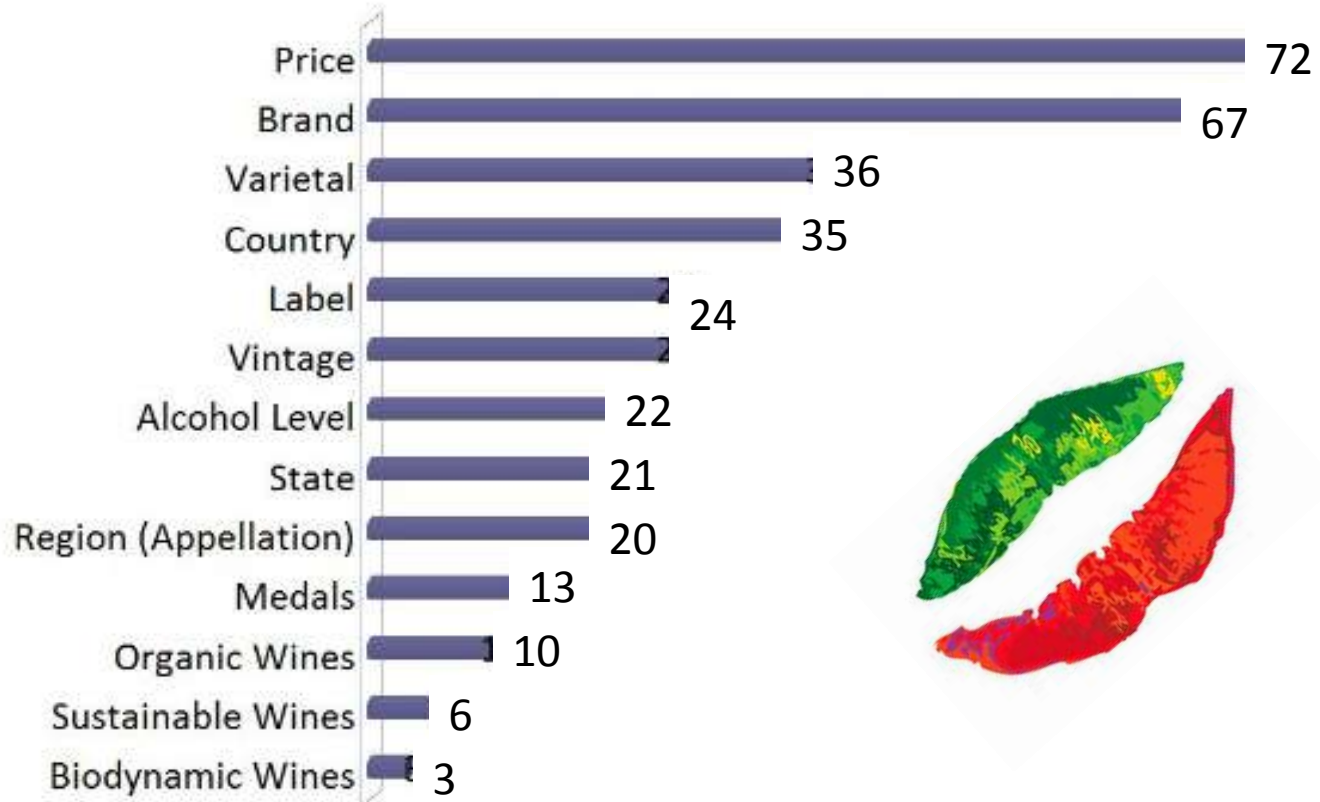


If you want fruit-forward, ripe, red wine for a good price, look no further than Puglia. Some of the best values in Italian wine come from this sunny, dry region. Most Puglia wine is red, full-bodied and will pair well with a wide variety of foods. Producers in Puglia have focused on making great red wines and local grapes like **Negroamaro**, **Primitivo**, and **Bombino Nero** make for delicious drinking.

Purchasing Habits



Graph 4: Wine Purchase Decision Making by percentage of Respondents





Distribution Programming

1) Eight Free Cases with 4 Pallet Order / Distributor To Match with 4 Sample Cases (Co-Op)

2) Sales Incentive First 60 Days of \$6.00 Per Case
Distributor To Match with Co-Op Total \$1.00 per Bottle

3) Product Launch and Key Account Market Visits
Distributor To Provide Brand Manager

4) USA Winery Service Representative
Prestige Provides Account Manager

Bombina

Chain Store Coordination and Special Pricing Presentations

“Great Value & Great Taste”

Imported From Italy



Marketing & Distributor Support

- 1) Individual State Specific Distributor Sales Sheets with Retail Quantity Pricing Breaks Approved By Distributor**
- 2) Highly Effective Die Cut Custom Case Cards with Retail Bottle Cost and Special By the Case Discount**
- 3) Self Adhesive Shelf Talkers with Pull Off Strip**
- 4) Custom Chain Store Presentation for Authorization**

30% Retail and 30% Distributor Margins

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High Volume and High Traction Wines

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Retail**

**Florida Sales
Numbers / Cases**

Bottle & Case Sales / Case Sell \$89.99

Store Type	City	8 Week Total	Monthly Cases
High Volume	Sarasota	Red 158 Cases	Red 79 Cases
		White 58	White 29 Cases
Large Store	Largo / Clearwater	Red 102 Cases	Red 51 Cases
		White 44	White 22 Cases
Small - Medium	Gulfport	Red 73 Cases	Red 36.5 Cases
		White 37 Cases	White 18.5 Cases
Small Store	St. Petersburg	Red 61 Cases	Red 30.5 Cases
		White 23	White 11.5 Cases



Calculate Your Off-Premise Potential Monthly Sales and Profit Forecast

Bottle & Case Sales / Case Sell \$89.99

- 1) **Fill in the Number of High Volume, Large, Medium and Small Stores In Your Territory.**
- 2) **Multiply # of Accounts By Profit Case Based On Above Slide and Extend for Totals.**
- 3) **Placement Percentage Based On Florida Distributor Sales Placement First 60 Days**

Store Type	Placement %	# of Accounts	*Profit Store	Distributor Profit
High Volume	85%		\$2,180	
Large Store	73%		\$1,475	
Medium Store	66%		\$1,111	
Small Store	48%		\$848	
			Total Profit	

*** Based On Total Cases Sold In 8 Weeks @ \$20.20 Profit Per Case**



Bombina

PINOT BIANCO

ORIGIN:

I.G.P. San Severo White

ALTITUDE:

150-200 meters above sea level

ALCOHOLIC CONTENT:

12% vol.

CONDUCTION:

High Trellis / Espalier trees

YIELD PER HECTARE:

120 quintals (12 tons)

HARVEST SYSTEM:

Manual

VINIFICATION:

Soft pressing, fermentation in stainless steel tanks with temperature control of 14° C.

MATURING AND AGING:

Stainless steel tanks and in bottles

TASTING NOTES:

Pale yellow coloured wine. Reveals floral aromas and soft yellow fruits in the mouth, supported by a refreshing acidity. It may be enjoyed with seafood appetizers.

SERVED:

At 8/9°C



Bombina Pinot / Bianco Sales Sheet

Marketing Materials

Distributor Sales Sheets

Highly Effective Case Cards

Shelf Talkers

Bottle & Full Case Pricing

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TASTING NOTES: *Pale yellow colored wine. Reveals floral aromas and soft yellow fruits in the mouth, supported by a refreshing acidity. It may be enjoyed with seafood, freshwater fish and appetizers. Served at 46-48° F*



Bombina

CABERNET SANGIOVESE

ORIGIN:

I.G.P. San Severo Red

ALTITUDE:

150-200 meters above sea level

ALCOHOLIC CONTENT:

13,50 % vol.

CONDUCTION:

Espalier trees

YIELD PER HECTARE:

120 quintals (12 tons)

HARVEST SYSTEM:

Manual

VINIFICATION:

10 days prolonged maceration of the wine on its skins in stainless steel tanks

MATURING AND AGING:

Stainless steel tanks and in bottles

TASTING NOTES:

Dark red colour, rich aromas of red berries with tones of coffee. Soft tannins and long aftertaste characterize the mouth of this wine, which can be an ideal companion of soft yellow cheese and meat appetizers.



Bombina Cabernet Sangiovese Sales Sheet

Marketing Materials

Distributor Sales Sheets

Highly Effective Case Cards

Shelf Talkers

Bottle & Full Case Pricing

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TASTING NOTES: Dark red color, rich aromas of red berries with tones of coffee. Soft tannins and long aftertaste characterize the mouth of this wine, which can be an ideal companion of red meats, cheese and appetizers.



Bombina



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\$7.99

Retail