



\$9.99 Retail



**Beautifully Packaged
Cork Closure
Under \$10.00 Retail
30% Retail Margin
30% Distributor Margin
Great Point of Sale Items
High Volume & Traction
Delicious Fruit Forward
“Imported From Italy”**



Dear Wine Manager,

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 Vento Bianco, Rosato, and Rosso 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!





Puglia Region of Italy



WINE
FOLLY

June 15, 2015.

Puglia Wine is Italy's Secret to Value



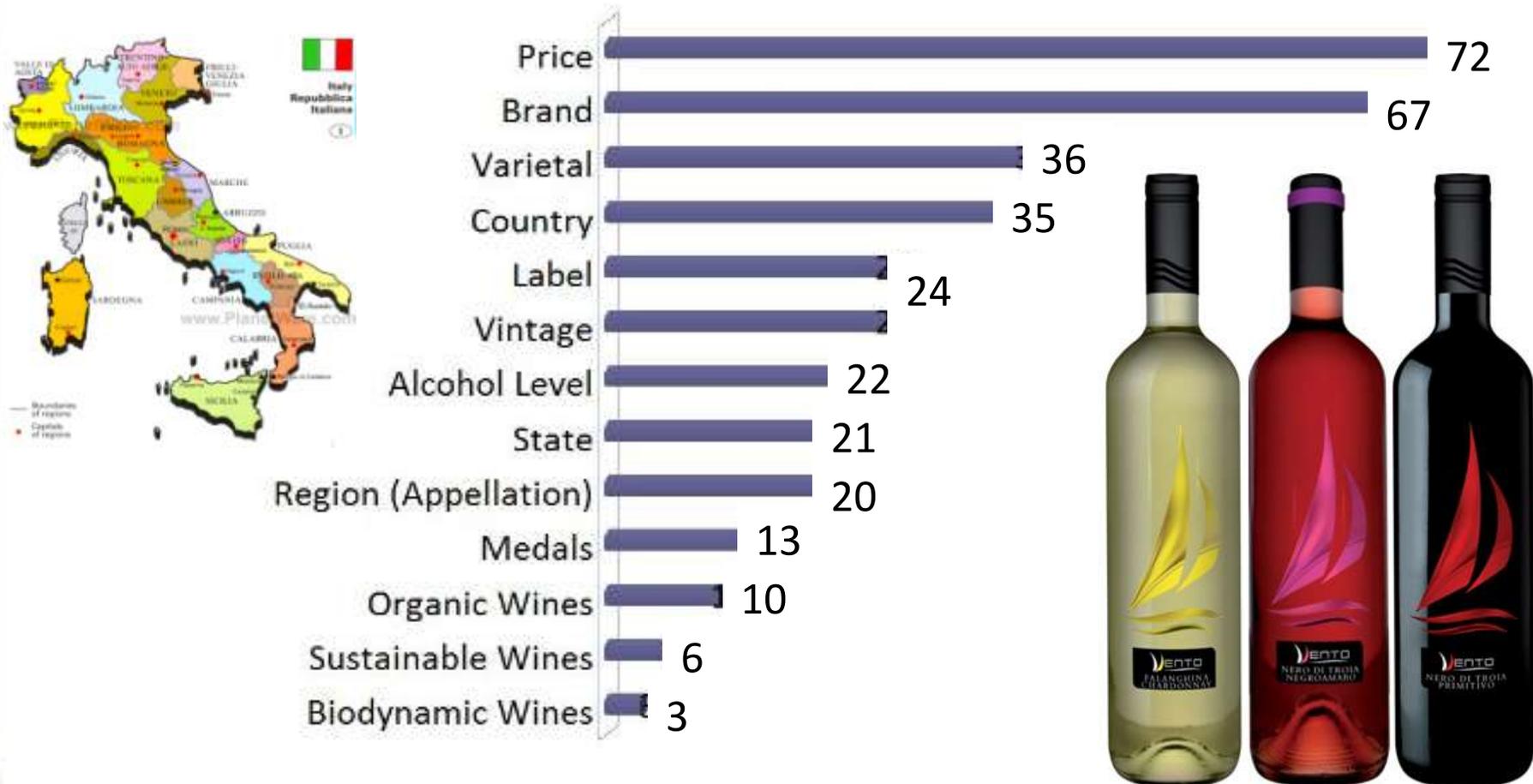
If you want fruit-forward, ripe, red wine for a good price, look no further than Puglia. Some of the best values in Italian wine come from this sunny, dry region. Most Puglia wine is red, full-bodied and will pair well with a wide variety of foods.

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) Six Free Cases with First Two Orders of 3 Pallets
Distributor To Match with 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**



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



“Great Value & Great Taste”
Imported From Italy



Our Story



Vineyards

Cantina 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

Vento Bianco

Tasting Notes
Bright yellow color and greenish hues, this fresh and lively wine, with aromas of white flowers and tropical fruit. Perfect with salads, fish, seafood and pasta.

Marketing Materials

Distributor Sales Sheets
Highly Effective Case Cards
Shelf Talkers
Bottle & Full Case Pricing
“Great Value & Great Taste”
Imported From Italy



GRAPE:
60% Falanghina
40% Chardonnay

ORIGIN:
I.G.T. Puglia region

ALTITUDE:
150-200 meters above sea level

ALCOHOLIC CONTENT:
12.50 % vol.

CONDUCTION:
Espalier trees

YIELD PER HECTARE:
110 quintals (11 tmt)

HARVEST SYSTEM:
Manual

VINIFICATION:
Stainless steel tanks with temperature control of 14° C, soft pressing

MATURING AND AGING:
Stainless steel tanks and in bottles

TASTING NOTES:
With a bright yellow color and greenish hues, this is a fresh and lively wine, with aromas of white flowers and tropical fruits. Perfect with all kinds of salads, fish and seafood but also with soft cheeses, pasta with subtle sauces and white meats.

SERVED:
At 10/12°C

VENTO
FALANGHINA
CHARDONNAY

WWW.VINIVENTO.COM

Vento Bianco

FEATURES

GRAPE: 60% Falanghina – 40% Chardonnay

ORIGIN: I.G.T. Puglia region

ALTITUDE: 150-200 meters above sea level

ALCOHOLIC CONTENT: 12.5 % vol.

HARVEST SYSTEM: Manual



Falanghina: This ancient vine formed perhaps the basis of the Falerno wine, cultivated around Naples for a long time; its presence is mentioned in 1825 among the most popular vines of the Area. Apparently, the name of this variety is derived from its requirement, since it has a strong growth, to rest on supporting posts, called falanga, therefore falanghina means “vine supported by posts”.

Chardonnay is a green-skinned grape used to make white wines. It originated in the Burgundy wine region of eastern France, but is now grown wherever wine is produced, from Italy to New Zealand. The Chardonnay grape itself is very neutral, with many of the flavors commonly associated with the grape being derived from such influences as terrior and oak.

Vento Rosato

Tasting Notes
Bright pink color, the nose shows a bouquet of red fruits, ripe pomegranate and spiced notes of pink pepper and nutmeg. Well balanced and long aromatic persistence.

Marketing Materials

Distributor Sales Sheets
Highly Effective Case Cards
Shelf Talkers
Bottle & Full Case Pricing
“Great Value & Great Taste”
Imported From Italy

The advertisement features a bottle of Vento Rosato wine on the left, with a label that reads "VENTO NERO DI TROIA NEGROAMARO". To the right of the bottle is a sailboat with a large white sail that serves as a background for technical wine information. The sailboat is sailing on a pink sea. At the bottom of the advertisement, the Vento logo and the text "NERO DI TROIA NEGROAMARO" are displayed, along with the website "WWW.VINIVENTO.COM".

GRAPE:
70% Nero di Troia
30% Negroamaro
ORIGIN:
Puglia I.G.T.

ALTITUDE:
150-200 meters above sea level

ALCOHOLIC CONTENT:
12,5 % vol.

CONDUCTION:
Espalier trees

YIELD PER HECTARE:
100 quintals (10 tons)

HARVEST SYSTEM:
Manual

VINIFICATION:
8 hours maceration of the wine on its stems; soft pressing, fermentation in stainless steel tanks with temperature control of 14° C.

MATURING AND AGING:
Stainless steel tanks and in bottles

TASTING NOTES:
Bright pink color, the nose shows a bouquet of red fruits, ripe pomegranate and spiced notes of pink pepper and nutmeg. With a smooth and well balanced, long aromatic persistence. Perfect wine for appetizers and Mediterranean food dishes.

SERVED:
At 8/9°C

VENTO
NERO DI TROIA
NEGROAMARO

WWW.VINIVENTO.COM

Vento Rosato

FEATURES

GRAPE: 70% Nero di Troia – 30% Negroamaro

ORIGIN: Puglia I.G.T.

ALTITUDE: 150-200 meters above sea level

ALCOHOLIC CONTENT: 12.5 % vol.

HARVEST SYSTEM: Manual



Nero di Troia: This vine, among the oldest and most typical of central and northern Apulia, possibly originated in Asia Minor (Troy) and was perhaps introduced into Apulia during the Greek colonization. Otherwise, its name might be derived from the Apulian town of Troia in the province of Foggia or from the Albanian town of Cruja, and then translated as Troia into the local dialect.

Negroamaro: Of unknown origin, this vine has been widespread in the Ionian area for many years. According to this, the name is derived from the dialect term Niuru amaru that defines the bitter taste of the wine. However, the name seems more likely to derive from two words indicating the color black, the Latin word “nigra” and the Greek “mavro”, used in a combination to underline both the dark black color of the grape skin and of the wine obtained. The synonym Nigramaro supports this hypothesis. In this case, we might state with sufficient certainty that its cultivation can go back to the time of the Greek colonization, in the 8th and 7th centuries BC.

Vento Rosso

Tasting Notes
A bright red and of a good level of consistence, elegant perfumes of fruit and jams to be enjoyed in good company of soft and elegant tannins.

Marketing Materials

Distributor Sales Sheets
Highly Effective Case Cards
Shelf Talkers
Bottle & Full Case Pricing
“Great Value & Great Taste”
Imported From Italy



GRAPE:
70% Nero di Troia
30% Primitivo

ORIGIN:
I.G.T. Puglia region

ALTITUDE:
150-200 meters above sea level

ALCOHOLIC CONTENT:
14 % vol.

CONDUCTION:
Espalier trees

YIELD PER HECTARE:
110 quintals (11 tons)

HARVEST SYSTEM:
Manual

VINIFICATION:
15 days prolonged maceration of
the wine on its skins in stainless
steel tanks

MATURING AND AGING:
American oak, stainless steel tanks
and in bottles

TASTING NOTES:
A bright red and of a good level of
consistence, elegant perfumes of fruit
and jams to be enjoyed in good
company of soft and elegant tannins.
Grilled meat and terrinelli are the
combinations recommended.

VENTO
NERO DI TROIA
PRIMITIVO

WWW.VINIVENTO.COM

VENTO
NERO DI TROIA
PRIMITIVO

Vento Rosso

FEATURES

GRAPE: 70% Nero di Troia – 30% Primitivo

ORIGIN: I.G.T. Puglia region

ALCOHOLIC CONTENT: 14 % vol.

HARVEST SYSTEM: Manual



Nero di Troia: This vine, among the oldest and most typical of central and northern Apulia, possibly originated in Asia Minor (Troy) and was perhaps introduced into Apulia during the Greek colonization. Otherwise, its name might be derived from the Apulian town of Troia in the province of Foggia or from the Albanian town of Cruja, and then translated as Troia into the local dialect.

Primitivo: Primitivo gave origin to the Old Vine Zinfandel from California. It's introduction into Apulia may perhaps be traced back to the Phoenician and Greek colonization. However, it should be pointed out that this selection was carried out within the "old local vineyards"; therefore, the vine was already known in the area during that time, since it could be found in old vineyards of the late 18th century. "

CANTINE
TEANVM



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