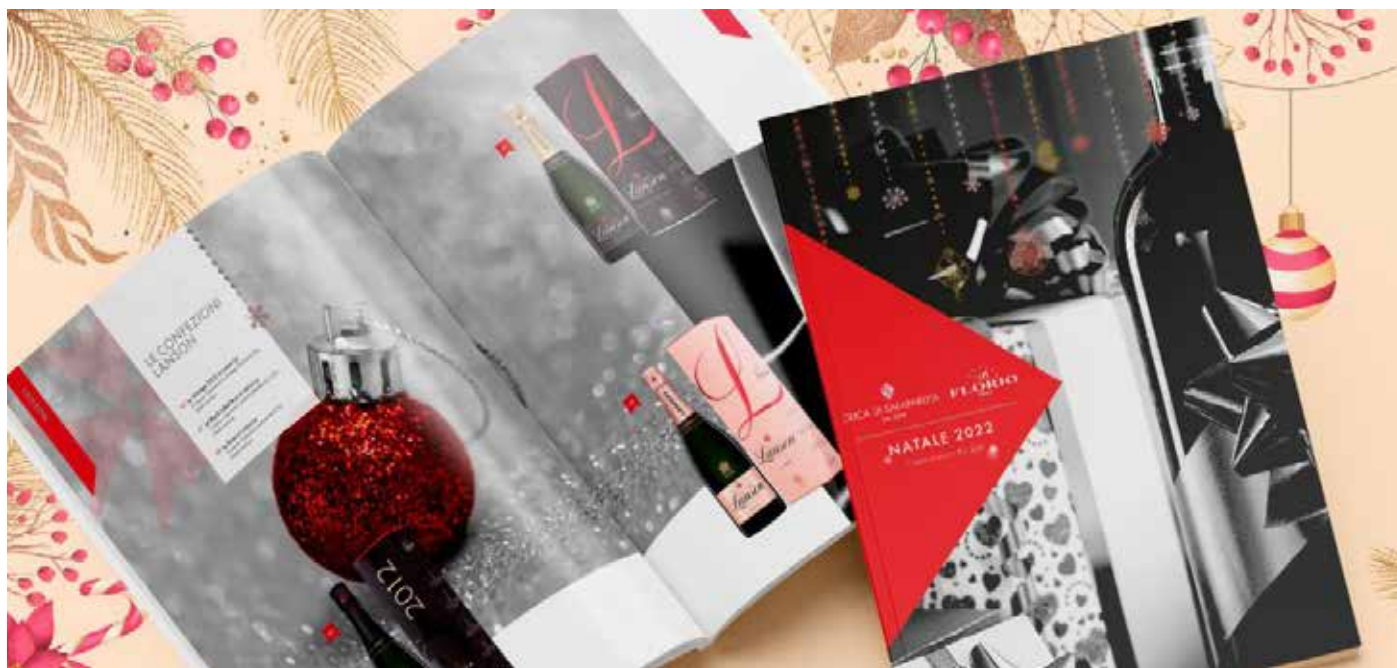


## FRESH OFF THE PRESSES: DUCA DI SALAPARUTA CHRISTMAS CATALOGS



Christmas comes way ahead of time in the **Duca di Salaparuta** world, early enough to promptly launch the new products and gift ideas which will make the most festive of seasons extra special – tasteful, elegant items all set to go under the yuletide tree and/or on the holiday dinner table.

Now available in wine shops throughout Italy is the **new Christmas catalog** for consumers. It comes in dual version: one complete, containing the product directly; the other in put-together mode, where the customer selects



the Duca di Salaparuta wines for the pack of choice to contain. From ultra **classic wooden gift boxes** to super **modern cylindrical cartons**, passing through original dual use

solutions, premium **Duca di Salaparuta** and Florio wines find, from among the many options, the perfect packaging for valorizing product and graphic design of the individual labels.

New proposals for Christmas 2022 include the carton box with fine print pattern that features the new **Suolo wine line**. Designed to hold all three references (**Suòlo 3 Sauvignon, Suòlo 5 Zibibbo and Suòlo 7 Cabernet**), it ensures a complete offering in one prestigious pack.





In confirmation of the elegance of the season's solutions, the catalog also presents impressive wooden boxes with superlative **1985, 1999** and **2018 vintage** bottles of the iconic Duca Enrico, as well as with **Bianca di Valguarnera** and **Nawàri** wines; in addition, there are attractive cases both for the magnum bottles of **Passo delle Mule, Kados** and **Sentiero del Vento**, and for the two **Lavico** wines (Etna Bianco and Etna Rosso).

As for Duca Enrico, Duca di Salaparuta's multi award-winning Nero d'Avola, it comes in a smart wooden box; this is true for the magnum version too. For the benefit of sales points, **wine shops** most of all, Duca di Salaparuta created for the 2022 holiday season a distinctive **window display set** with **flexible carton**

**kit** and **modular** cube kit for Duca di Salaparuta and Florio brands.

Along with it comes a collection of Christmas-theme stickers, for use on the store window and/or right on the display.

It's an original way to heighten brand visibility at the retail location level, all while further valorizing the Duca di Salaparuta holiday packs.

Also, in anticipation of a busy Christmas 2022 sales season, our own **Duca di Salaparuta** wine shop in Casteldaccia (Palermo) and **Florio Cellars** one in Marsala have already set in motion a **Personal Shopper** ordering service available for advance booking on **WhatsApp, Monday through Saturday, from 9 to 12 a.m.** (for an appointment call 091-945252



for Duca di Salaparuta, 0923-781307 for Florio Cellars).

The **fully customizable** packs can be sent anywhere in Italy at a cost of 50 euros, so that customers can receive them comfortably at home or have them delivered directly to the final recipient.

And to conclude, another nice surprise: every pack includes a

**gift coupon**, valid until March 30, 2023, for a **complimentary** visit to the Duca di Salaparuta Cellars in Casteldaccia or to the Florio Cellars in Marsala.

Therefore there are lots of reasons for selecting Duca di Salaparuta wines this Christmas season, stunning one and all with a truly high-class gift.

