

Introduction to Tavernello





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Introduction to Tavernello





About Tavernello

- Tavernello is the #1 wine brand in Italy.
- Accessible and friendly, these are varietally correct and authentic wines that offer amazing value. Tavernello is for everyone: no messing around, no fancy words — just good, everyday Italian wine.
- Enjoyed by Italian families for over 40 years, with 80% brand awareness in Italy.

NUMBER ONE WINE IN ITALY

BRAND		Sales by volume (lt)	BRAND		Sales by volume (lt)
1	TAVERNELLO	49.170.258	11	GARZELLINO	3.467.649
2	SAN CRISPINO	12.402.687	12	ZONIN 1821	3.282.970
3	CASTELLINO	5.699.810	13	TURA'	3.238.170
4	GOTTO D'ORO	5.547.649	14	CAVICCHIOLI	3.202.208
5	RONCO	5.347.901	15	CORVO	2.947.304
6	BOTTE BUONA	5.081.468	16	SAN MATTEO	2.801.509
7	FRESCHELLO	4.958.934	17	BIGI	2.581.249
8	PICCINI	4.283.110	18	MEZZACORONA	2.507.938
9	MASTRI VERNACOLI	3.888.380	19	SELLA E MOSCA	2.196.512
10	MASCHIO	3.525.986	20	RIGHI	1.761.821

*N°1 wine in Italy, according to sales, source Iri, year ending December 2022 based on packaged goods, total wine by volume sold at grocery self service store > 100 SqM



WORLD'S TOP 10 WINE BRANDS

Rank	Brand	Company	Origin	Type	2005	2010	2015	2020	2021
1	Franzia ²	The Wine Group	United States	Table	23.5	26.0	25.4	27.0	26.5
2	Barefoot Cellars ³	E. & J. Gallo Winery	United States	Table	0.8	8.6	18.2	21.5	21.5
3	Don Simon ²	J Garcia Carrion SA	Spain	Table	8.5	16.6	20.0	19.0	19.5
4	Concha y Toro	Vina Concha y Toro SA	Chile	Table	8.7	13.2	15.2	17.6	18.4
5	Yellow Tail	Casella Wines	Australia	Table	10.0	10.7	12.6	13.3	13.5
	Total Top 5				51.4	75.1	91.3	98.4	99.3
6	Robert Mondavi ⁴	Constellation Brands	United States	Table	7.0	8.5	12.0	12.4	12.1
7	Bota Box	Delicato Family Wines	United States	Table	0.2	0.9	4.0	11.4	11.7
8	Sutter Home	Trinchero Family Estates	United States	Table	7.8	10.9	10.6	11.0	11.0
9	Martini	Martini & Rossi W.L.A.S SpA (Bacardi)	Italy	Vermouth	14.1	12.6	9.4	8.5	9.6
10	Tavernello	Caviro Societa Cooperativa arl	Italy	Table	12.3	10.6	9.6	9.7	9.0
	Total Top 10				92.8	118.6	136.8	151.3	152.7
11	Freixenet	Freixenet SA	Spain	Sparkling	6.5	7.2	7.8	8.3	8.7
12	Carlo Rossi ^{2,5}	E. & J. Gallo Winery	United States	Table	12.7	13.9	11.0	9.0	8.5
13	J.P. Chenet	Les Grands Chais de France	France	Table	6.1	8.0	9.0	8.5	8.0
14	Black Box	E. & J. Gallo Winery	United States	Table	0.4	1.9	4.3	7.9	7.6
15	Stella Rosa	Riboli Family Wine Estates	Italy	Table	0.1	0.3	1.1	6.1	7.6
	Total Top 15				118.5	149.8	169.9	191.1	193.2
16	Beringer ⁶	Treasury Wine Estates	United States	Table	8.6	9.0	9.0	7.5	7.0
17	Gallo Family Vineyards ⁷	E. & J. Gallo Winery	United States	Table	11.1	9.5	9.0	7.0	6.5
18	Blossom Hill	Treasury Wine Estates	United States	Table	5.4	6.1	5.7	5.5	5.5
19	Cono Sur ⁸	Vina Concha y Toro SA	Chile	Table	1.6	4.4	4.8	5.5	5.2
20	Riunite	Cantine Cooperative Riunite Scrl	Italy	Table	6.4	6.1	5.9	5.5	5.0
	Total Top 20				151.5	185.0	204.2	222.2	222.3
21	Peter Vella ²	E. & J. Gallo Winery	United States	Table	5.1	6.2	6.1	5.5	5.0
22	Rotkappchen	Freyburg Rotkappchen	Germany	Sparkling	4.6	4.7	4.9	5.0	5.0
23	Josh Cellars	Deutsch Family Wine & Spirits	United States	Table	-	*	1.0	4.5	4.8
24	Jacob's Creek	Pernod Ricard	Australia	Table	7.4	7.1	6.3	5.1	4.6
25	Hardys	Accolade Wines	Australia	Table	8.2	3.7	4.2	4.5	4.5
	Total Top 25⁹				176.8	206.7	226.6	246.8	246.2
	World Share of Top 25 Brands				6.6%	7.8%	8.4%	9.5%	9.4%

** Source: IMPACT DATABANK – World's top wine brands 2021



About Caviro





About Caviro

Caviro, Italy's leading wine group, was founded as a farming cooperative in 1966 in the heart of Emilia-Romagna. Their mission is to enhance winegrowers' grapes in a territory with a rich wine identity. Since their founding, the group has grown to include 13,000 winegrowers across seven Italian regions.

As a cooperative, Caviro is dedicated to sustainability with the vision of managing the land so its can be passed it on to future generations. They have received leading sustainability awards, including Equalitas Certification as a sustainable wine producer (Italy's leading certification for wine) and Premio Impreso Ambiente for best management for sustainable development, which takes into account their environmental, economic, and social impacts. They are energy energy self-sufficient by producing electric and thermal energy from renewable sources and using natural fertilizers. They are also number-one in Italy for waste water recovery. A holistic and dedicated approach to economic, social, and environmental sustainability adds even more value to a glass of Tavernello.





Wines of Tavernello



The Wines



Prosecco
Extra Dry



Prosecco
Frizzante



Lambrusco



Vino Bianco
d'Italia



Vino Rosso
d'Italia



Pinot Grigio
delle Venezie
(750 & 1.5L)



Pinot Grigio
Rubicone
(750 & 1.5L)



Sangiovese
Romagna
(750 & 1.5L)



Montepulciano
D'Abruzzo
(750 & 1.5L)

100% Organic Grapes (Vegan)

Both wines in US exclusively with Sprouts.
Option to expand these 2 for on-prem.



Organic Pinot Grigio delle Venezie



Organic Rosso Terre Siciliane



Organic Vino Bianco d'Italia



Organic Vino Rosso d'Italia



Organic Trebbiano Chardonnay



Organic Grecanico Pinot Grigio



Organic Bianco Terre Siciliane



Organic Syrah Terre Siciliane



Organic Sangiovese



Marketing



2023 Marketing Pillars - Calendar

	Jan	Feb	March	April	May	June	July	Aug	Sept	October	Nov	Dec
<i>#1</i>	New Brand Communication Transition to new packaging			Trade Focus								
<i>#2</i>						Retail Drive						
<i>#3</i>									Brand Experience			



PHASE 1: New Brand Communication

Set the stage for success

1. Trade Press Release (April 1)
2. Set up the trade for success:
 - a. *Displays*
 - b. *Neckers*
 - c. *Case Cards & Shelf Talkers*
 - d. *Trade Advertising (SGWS Proof and SevenFifty)*
 - e. *Trade training*

Timing:

	Jan	Feb	March	April	May
New Brand Communication	Transition to new packaging			Trade Focus	



Branded POS

Case Cards



Neckers



Floor Displays



PHASE 2: Retail Drive

1. Demos – retail tastings
2. Price Support
3. Incentive Programs – activate displays, case cards, POS, samples
4. Couponing

Timing:

	June	July
<i>Retail Drive</i>	Retail Drive	

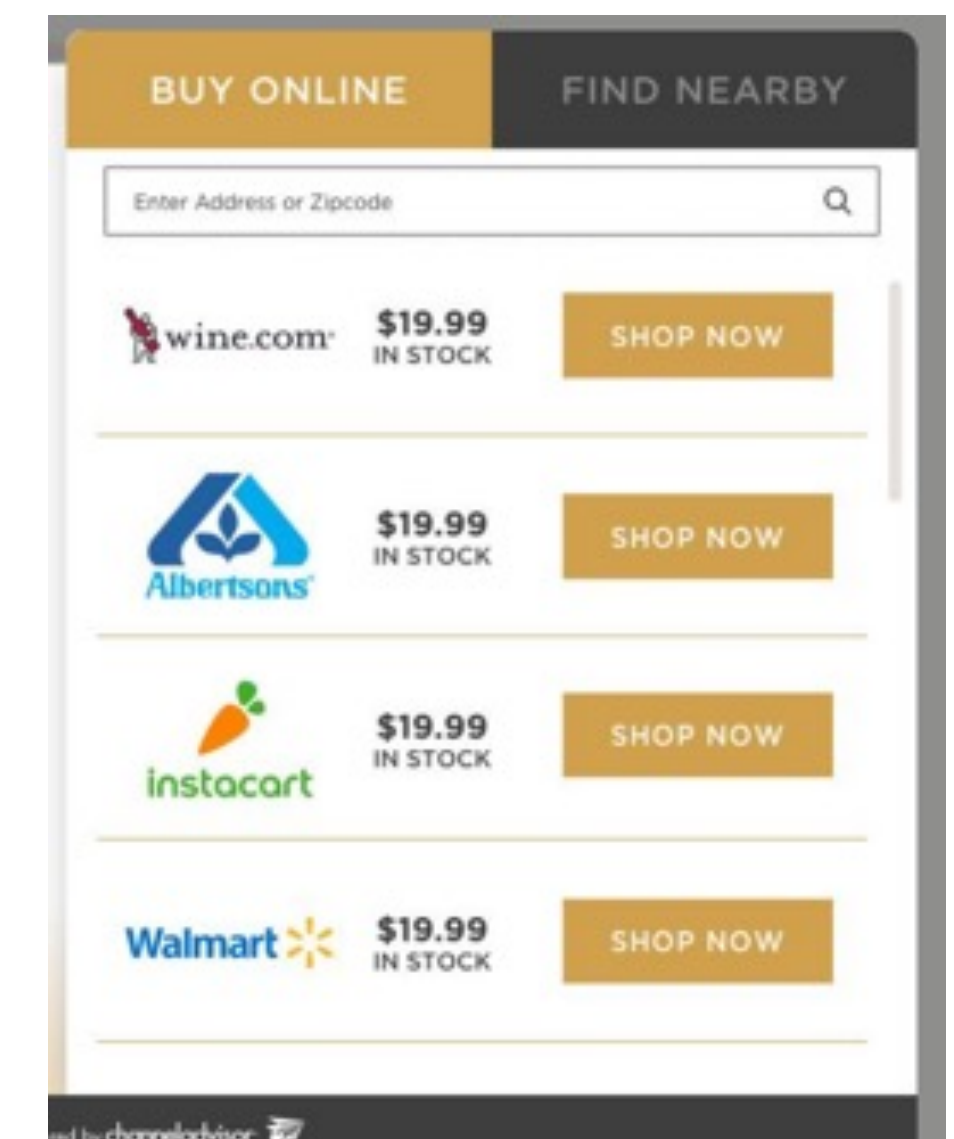
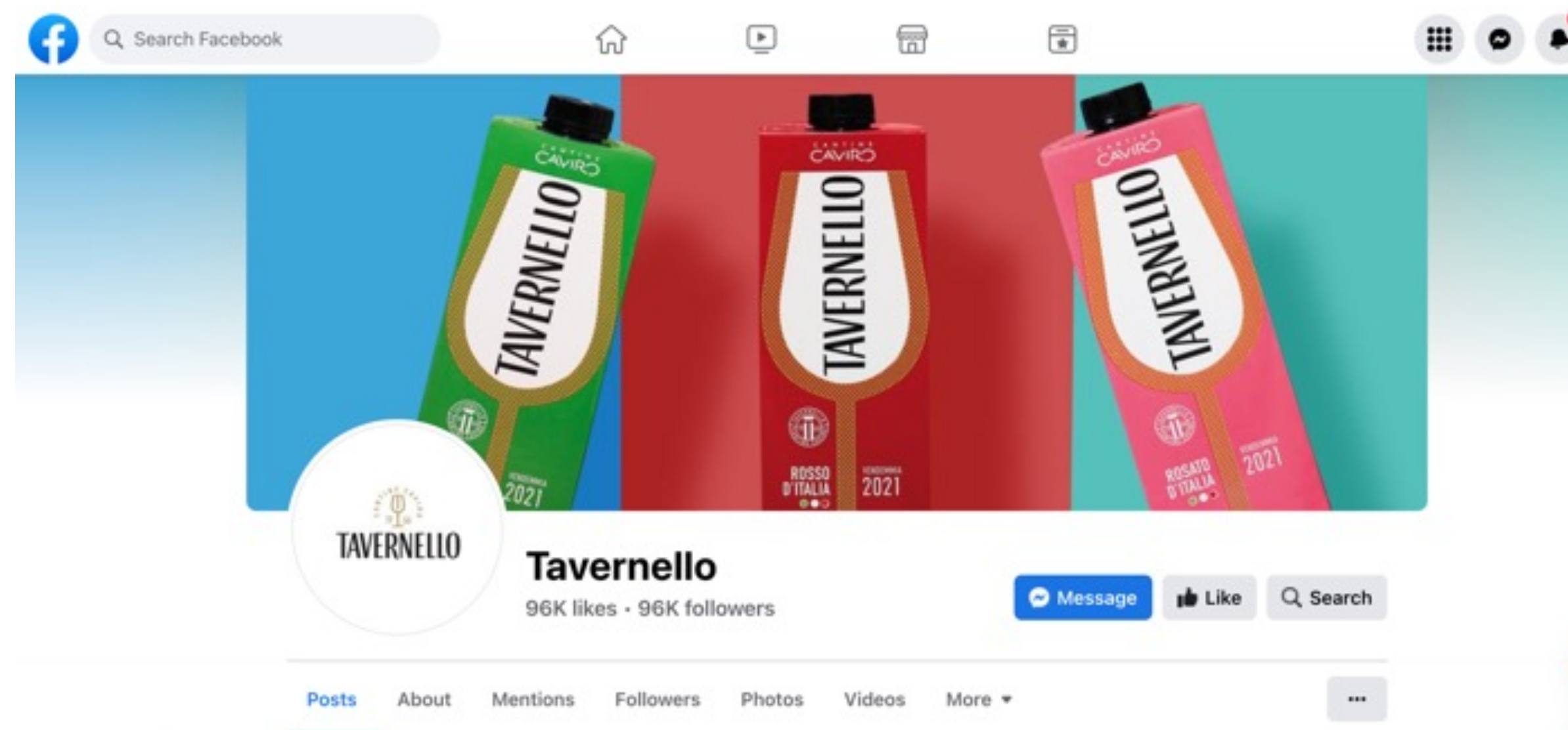


PHASE 3: Brand Experience and Awareness

1. Programs (three concepts in appendix)
2. DTC – Channel Advisor
3. Digital Advertising (driving to Channel Advisor pages)
4. Social Media (driving to Channel Advisor pages)

Timing:

	Sept	October	Nov	Dec
<i>Brand Experience</i>	Brand Experience			



Tavernello: a success story

1° place Wine Spectator video contest



Wine Spectator

www.winespectator.com

Sommelier: Don't Try This at Home: 2021 Video Contest 1st Place

Italian comedian Maccio Capatonda stars in this cautionary tale of wine-tasting obsession ...

Tags: Video Contest, First Place, Italy

Related Links:

<https://www.winespectator.com/>



Appendix





More on Caviro



Caviro's Vision for Tavernello

Vision

Become the #1 Italian wine brand globally in the standard and value category

Mission

Promotion and valorisation of the social base's wine

Business Objectives

Increase US sales growth through establishing distribution with National/Regional Retail customers that over-index in Standard & Value Price Points

Marketing Objective

Increase brand awareness of portfolio

Strategies

Brand

Trade Marketing

Brand Communication

Activities

Portfolio

Experience

DTC

POS

Digital

PR



Caviro's mission

Founded in 1966, Caviro is a winegrowers' cooperative which **processes the grapes produced by its winegrower partners**, who in turn receive advice and guidance on the best types of grape to produce for the various markets. These days the focus is on **quality and reduced environmental impact**.

Ever since its foundation, Caviro has supplemented its core business of **wine production** with **agri-food by-products** and **energy** from the recovery, recycling and transformation of these by-products. This cuts down on process waste and reduces the environmental impact of its operations to almost zero.

The heart of Caviro's business model

Our company is built on over 50 years of history, from our foundation in Faenza in 1966 down to the present day.

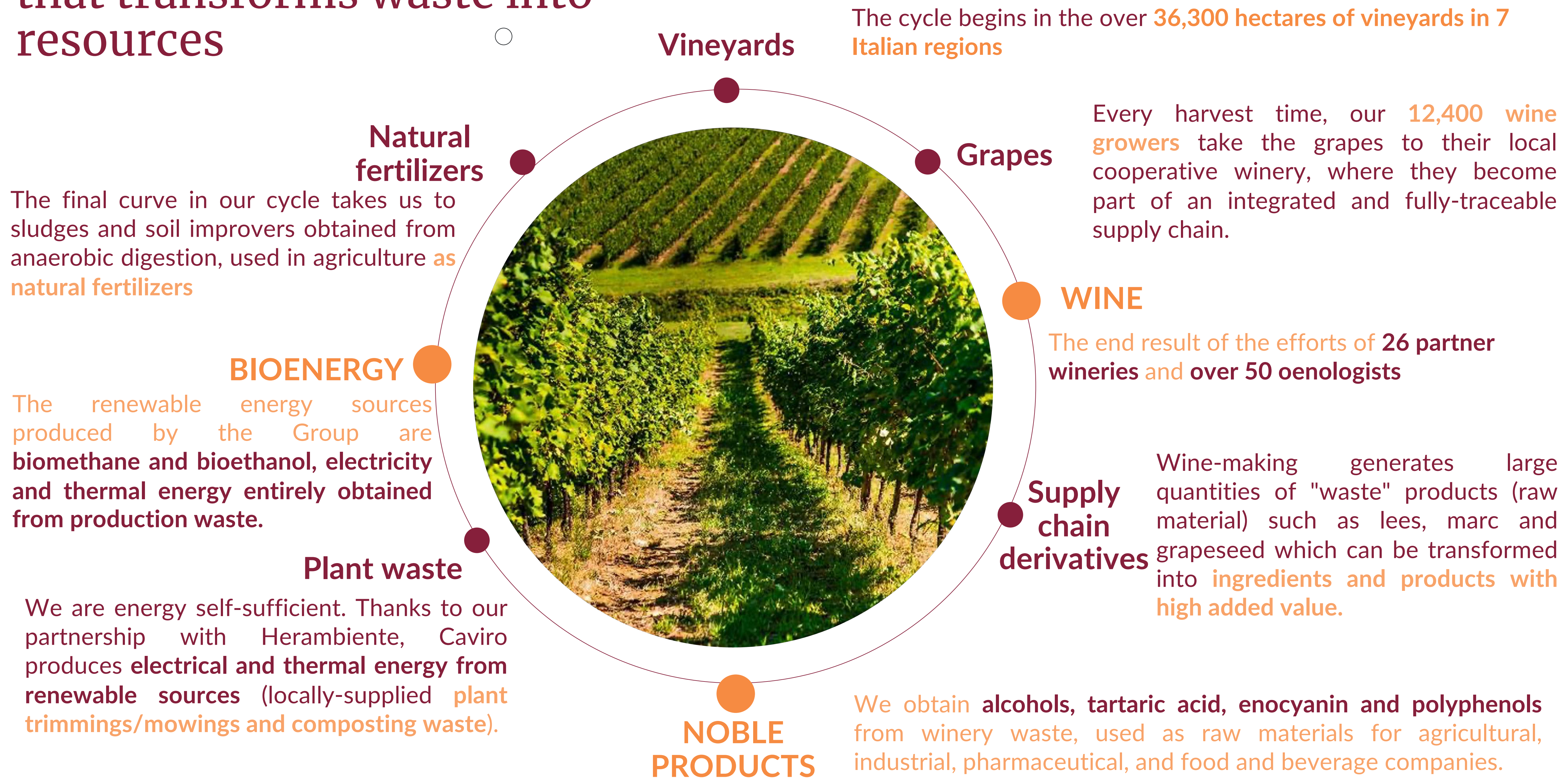
36,300 hectares of vineyards

12,400 winegrowers

28 partners, of which 26 are wineries



Caviro's circular economy that transforms waste into resources



Vineyards

The cycle begins in the over **36,300 hectares of vineyards in 7 Italian regions**

Grapes

Every harvest time, our **12,400 wine growers** take the grapes to their local cooperative winery, where they become part of an integrated and fully-traceable supply chain.

WINE

The end result of the efforts of **26 partner wineries and over 50 oenologists**

Supply chain derivatives

Wine-making generates large quantities of "waste" products (raw material) such as lees, marc and grapeseed which can be transformed into **ingredients and products with high added value.**

NOBLE PRODUCTS

We obtain **alcohols, tartaric acid, enocyanin and polyphenols** from winery waste, used as raw materials for agricultural, industrial, pharmaceutical, and food and beverage companies.

Plant waste

We are energy self-sufficient. Thanks to our partnership with Herambiente, Caviro produces **electrical and thermal energy from renewable sources** (locally-supplied **plant trimmings/mowings and composting waste**).

BIOENERGY

The renewable energy sources produced by the Group are **biomethane and bioethanol, electricity and thermal energy** entirely obtained from production waste.

Natural fertilizers

The final curve in our cycle takes us to sludges and soil improvers obtained from anaerobic digestion, used in agriculture as **natural fertilizers**

Sustainability for Caviro is: Economic, social and environmental

555

THOUSAND TONS
OF WASTE
PROCESSED

99%

OF WASTE
RECOVERED AND
REUSED

9

MILLION OF BIOMETHANE
CONTRIBUTED TO THE
GAS NETWORK AS
ADVANCED
CARBON NEUTRAL
BIOFUEL

30%

REDUCTION IN
WATER DRAWN

107

THOUSAND MWH
ELECTRICITY
AND 113 THOUSAND
MWH THERMAL
ENERGY FROM
NONFOSSIL
SOURCES PRODUCED

100%

ELECTRICAL
ENERGY
SELSUFFICIENCY
AT ALL OF THE
GROUP'S SITES

82

THOUSAND TONS OF
CO2
AVOIDED THANKS TO
THE USE AND
PRODUCTION OF
RENEWABLE FUELS

SA8000

ETHICAL
CERTIFICATION
FOR CORPORATE
SOCIAL
RESPONSIBILITY

Working with the UN for sustainable development

Respect for the environment, improving the safety and well-being of employees and consumers, and the adoption of sustainable and circular production models are the fundamental values of our Group. Every day we dedicate energy and resources to the pursuit of the goals outlined by the UN in its 2030 Agenda for the sustainable development of our planet. The 7 Sustainable Development Goals (SDGs) on which we take concrete action, via tangible and wide-ranging initiatives and projects, are listed opposite.



3 Good health and well-being



7 Affordable and clean energy



8 Decent work and economic growth



9 Industry, innovation and infrastructure



12 Responsible consumption and production



13 Climate action



16 Peace, justice and strong institutions



Tavernello Gold

Tetrapak (500ml)



Pinot Bianco Famoso IGT | Sangiovese Merlot IGT

PRIDE WITHOUT PREJUDICE.

It's what's inside that counts. Only from selected vines, in a brand new format



With Tavernello Gold, tasting is believing

YOU WILL BE DAZZLED.





Tavernello Organic Tetrapak (500ml) & Bottle





Bianco d'Italia BIO | Rosso d'Italia BIO



Tavernello, thanks to its credibility and its long lasting success launches in the ORGANIC segment two wines in the Tetra Pak® pack 500 ml and 1L. Tavernello ORGANIC Bio range wants to bring back the concept of genuine and authentic wine linked to its origins and its natural characteristics.

**Produced with
100% ORGANIC GRAPES.**





Tetrapak – other sizes available





Available packs

250ml



**Tetra Brik®
Aseptic
250Edge**

500ml



**Tetra Prisma®
Aseptic
500Edge**

750ml



**Tetra Prisma®
Aseptic
750Sq.**

1l



**Tetra Brik®
Aseptic
1000Sq**

1l

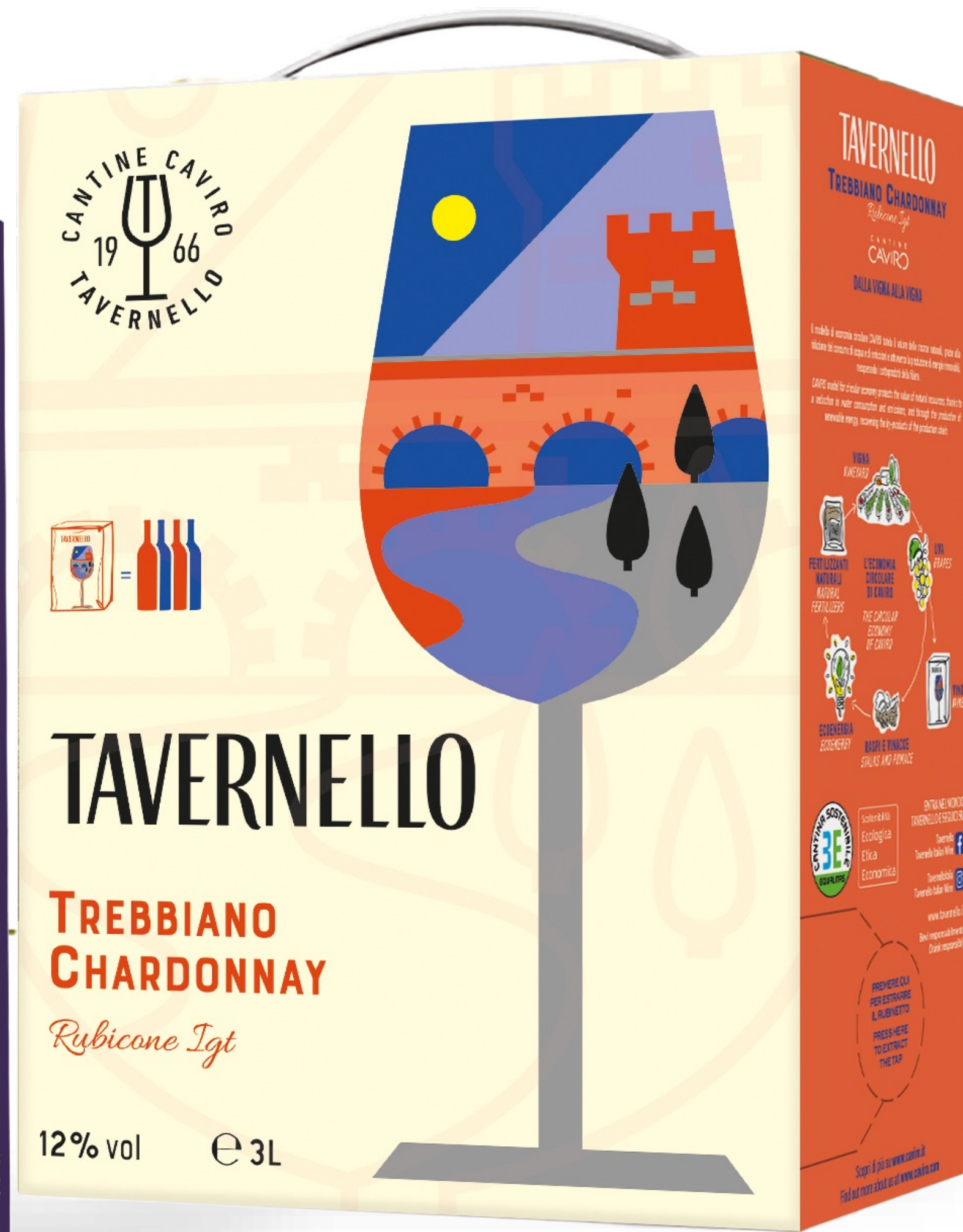


**Tetra Prisma®
Aseptic
1000Sq.**



Bag in Box





**Sangiovese
Rubicone IGT |
Trebbiano
Chardonnay
Rubicone IGT**

3L, 5L options

The magic of pouring wine

WHENEVER YOU WANT AND WHENEVER YOU ARE.

