



Aprile 2010

# News

## MANY DIFFERENT FORMATS BUT ALL FULL WITH MUCH CONTENT

LT. 3,0 - LT. 1,50 - LT. 0,75 - LT. 0,50 - LT. 0,375

Over the last few years, consumers of high quality wines have increased their competences and knowledge of wines and enology. The birth of a real wine culture and other factors have made consumers more and more demanding, when they are about to buy a bottle of wine: they may be searching for a peculiar perfume, aroma or taste, but they also pay a lot of attention to price.

The loss in purchasing power forced consumers to be more careful when buying. Consumers require better quality, are very attentive to prices and tend to buy useful things avoiding waste of money.



Our wide range of sizes allows consumers to buy the right quantity for any occasion. For big meals, consumers may require 1,50 l or 3,0 l bottles. For 2-3 people, the ideal size would be 0,50 l.

This innovative offer has been created for all European average families.

These new sizes will eliminate leftovers from suppers and will increase the purchasing power of consumers.

Consumers who drink some wine and drive will be relieved to hear that we have a wide range of bottle sizes, since they will be able to buy the exact quantity needed according to the number of people and to obey the European rules. And buying a bottle is obviously cheaper than buying glasses.

Our 0,50 l size is ideal for all modern European families, since the average number of members per family has decreased over the last few years, whereas the number of singles has increased.

We are producing the half liter size to respond to recent changes of our society and to allow people to buy the best of quality in the right quantity at a fair price.

Our wide range of sizes also wants to respond to the needs of the most demanding wine lovers: all those who wish to combine each type of dish to a specific wine can find a wide choice and will be able to taste many different wines during the same meal.

We are proposing this new service making sure that this offer is also value for money, because consumers would not want to pay an excessive price.

That is why we want to support this new range of sizes (“Many different formats but all full with content”) by offering our distributors prices proportionate to the quantity.

# Poggio alla Sala

We want to propose all different sizes at a fair price. We paid a lot of attention to the smaller ones, particularly the 0,50l, because it would be suitable for many consumers, if we sell it at about 2/3 of the price of the 0,750 l or slightly more.

If we and our consumers are on the same side, there is just one possible answer:

“MANY DIFFERENT FORMATS BUT ALL FULL WITH MUCH CONTENT”



*Poggio alla Sala*