



MEMORO ITALIA

Wine flows through the historical veins of every corner of Italy. Piccini chose a compass rose for this label as an invitation to experience four different grape varieties in one bottle, each a typical expression of a distinct Italian region: Veneto, Abruzzo, Puglia and Sicily.

The final blend was the one that echoed its own name: Memoro, Latin for "remember" Italia. In the fullest sense, Memoro Italia is born from our Family's Italian pride.

Red blends are hot at +24%, representing \$509K million in sales and 4.5% of table wine

(Nielsen FDL 52 WK ending 8.18.12)

PASSION & PERSONALITY
TRADITION & INNOVATION
QUALITY & VALUE



MEMORO ITALIA

A warm, modern wine...Lush on the palate with bright fruit.

BEST BUY



— PICCINI —



| SIZE | ALC. % | CASE WT (lbs.) | CASE DIMENSIONS L x H x W (inches) | CASES/PALLET | CASES/LAYER | UPC CODE | SCC CODE |
|-------|--------|----------------|------------------------------------|--------------|-------------|----------|----------|
| 750ml | 14% | 30.25 | 33 x 32.5 x 25 | 55 | 11 x 5 | | |