



# BARTENURA

PRODUCT *of* ITALY



# The Evolution of Bartenura

**1991**

As category leader, Bartenura entered the market in 1991, back when Moscato was nary a blip on most wine drinkers' radar.

**2000**

Introduction of the iconic blue bottle

**2007**

First brand explosion: Bartenura is the first brand to sell 50,000 cases, taking it to the forefront of the Moscato craze.

**2009**

100,000 cases sold

**2012**

Rosé and Sparkling Moscato wines are introduced to the Bartenura line.

**2013**

Over 250,000 cases sold worldwide

**Today**

Bartenura is available in every state across the United States, and in 32 countries worldwide. The numbers have exploded and we've led the way in providing consumers with premium Moscato that's authentic, fruit forward, readily approachable and highly drinkable.

In the history of Bartenura Moscato, there has never been a year we didn't see growth!

**#1**

Selling Italian Moscato  
in the USA

Selling Premium Moscato

(<\$12) in the USA



Even amidst an increasingly saturated market, Bartenura continues to grow and is clearly in a category of its own. Our painstaking efforts in growing and producing this hot varietal have not gone unnoticed.

Bartenura's premium offering appeals to those who are ready to pay more to get more. Bartenura is an affordable luxury that makes Moscato drinkers and gifters feel good about their selection.

# Bartenura Is On Fire!

**Top 750 mL Moscato SKUs in the US** 24 week period ending 5.16.2020 (Nielsen)

- **#1 Premium/Imported Moscato in the USA**
- **#3 overall 750ml Moscato in the USA**
- **ACV up 28%**  
(8% ACV in 2013, 36% ACV in 2019)
- **#1 in Sales per Distribution!**
- **Dollar Sales up over 24%**

**Bartenura Trends** Period Ending 6.13.20 (IRI)

**+ 37% (Over last 24 weeks)**

**+ 65% (Over last 4 weeks)**

A large advertisement for Bartenura. At the top, the word 'BARTENURA' is written in a large, serif font. Below it, a bottle of Bartenura Moscato is displayed on a three-tiered blue pedestal. The bottle has a gold label with 'BARTENURA' and 'MOSCATO D'ASTI' visible. To the left of the bottle are three award medals: a gold one for '2019', a blue one for '2019', and a red one for '2019'. Below the medals, the text reads 'IMPACT BLUE CHIP BRAND' and 'SECOND CONSECUTIVE YEAR'. At the bottom of the advertisement, the slogan 'BLUE GETS BLUER' is written in a large, white, sans-serif font. Below the slogan is a row of ten different Bartenura wine bottles in various colors and sizes. In the bottom right corner, there is a small logo for 'BARTENURA.COM' and social media icons for Facebook, Twitter, and Instagram, along with the handle '@BARTENURABLU'.

**BARTENURA**

**IMPACT**  
BLUE CHIP BRAND

**SECOND**  
CONSECUTIVE YEAR

**BLUE GETS BLUER**

BARTENURA.COM  
@BARTENURABLU

# Bartenura Cans



BARTENURA  
PRODUCT of ITALY

ROSÉ ALL DAY  
JUST GOT  
EASIER



A 250ML CAN IS EQUAL TO 1.7 GLASSES  
OF WINE (1 GLASS = 5OZ)



Fresh and fragrant, Bartenura Rosato is a pale pink color accentuated by gentle bubbles that sparkle like gems revealing perfumed floral aromas of honeysuckle and raspberries. Perfectly sweet, with hints of wild strawberries, melon and a touch of citrus acidity.

# New Sparkling Wines

One of the first Prosecco Rosés available in the US!



# On Premise



**NIKKI BEERCH BOTTLE MENU**

CHAMPAGNES	Price
Piper Heidsieck Brut	\$275
Tattinger Brut	\$275
Veuve Clicquot	\$300
Perrier-Jouet Gran Brut	\$300
Moët Imperial	\$300
Moët Ice Imperial	\$400
Veuve Clicquot La Grande Dame	\$400
Beau Joie	\$400
Dom Perignon	\$550
Perrier-Jouet Blanc de Blanc	\$900
Louis Roederer Cristal	\$1000
—	\$300
—	\$350

SPARKLING MOSCATO	Price
Bartenura Rose Moscato	\$300
—	\$300
—	\$300
—	\$300
—	\$300
—	\$300
—	\$325
—	\$350
—	\$350

ROSE	Price
Tattinger Rose	\$300
Moët Rose	\$300
Veuve Clicquot Rose	\$325
Perrier Rose	\$350



## Making Spirits Bright

- Beverages:
- Kim Crawford, Sauvignon Blanc, Marlborough, New Zealand
  - Bailevana Eireneak, Chardonnay, Edna Valley
  - **Bartenura, Moscato, Italy**
  - MacMurray Ranch Estate, Pinot Noir, Russian River Valley
  - Joel Gott, Zinfandel, California
  - Rodney Strong, Cabernet Sauvignon, Sonoma County
  - Chandon, Sparkling Wine, Brut, California

## Mimosa Flight:

- Pomegranate Mimosa
- Pear Mimosa
- White Cranberry Mimosa

## White Wine Flight:

- Kim Crawford, Sauvignon Blanc, Marlborough, New Zealand
- Bailevana Eireneak, Chardonnay, Edna Valley
- **Bartenura, Moscato, Italy**

## Red Wine Flight:



Bartenura Starting the Party @ Vue

*Rita's R...*

### Bartenura for the Cause

Funds raised from the sales of Bartenura Wine during breast cancer awareness month donated to the LBBC Foundation.

**LIVING BEYOND BREAST CANCER**

**BARTENURA**

Bartenura Pinot Grigio \$9 glass | \$32 bottle  
 Bartenura Moscato D'asti \$9 glass | \$32 bottle  
 Bartenura Sparkling Moscato Rose \$10 glass | \$38 bottle

*Lasikona*

**LIVING BEYOND BREAST CANCER**

### Bartenura for the Cause

Funds raised from the sales of Bartenura Wine during breast cancer awareness month donated to the LBBC Foundation.

**LIVING BEYOND BREAST CANCER**

**BARTENURA**

Bartenura Sparkling Moscato Rose \$11 glass

*THE VARIETY OF THE SHIRT BEIGE*

### Bartenura for the Cause

Every time you buy a bottle, Bartenura will donate 25¢ to the LBBC Foundation. Valid only during Breast Cancer Awareness Month (October 1-31).

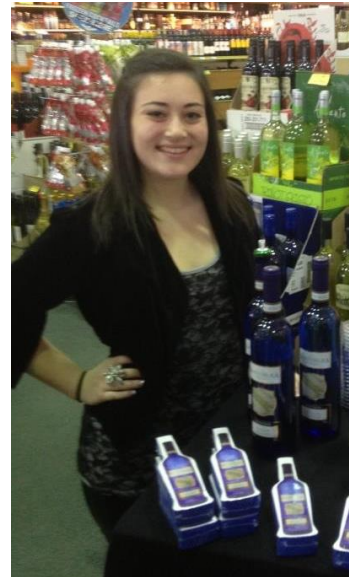
**LIVING BEYOND BREAST CANCER**

**BARTENURA**

Moscato-tini \$13  
 Delightful combination of Citrus Vodka & Bartenura Moscato

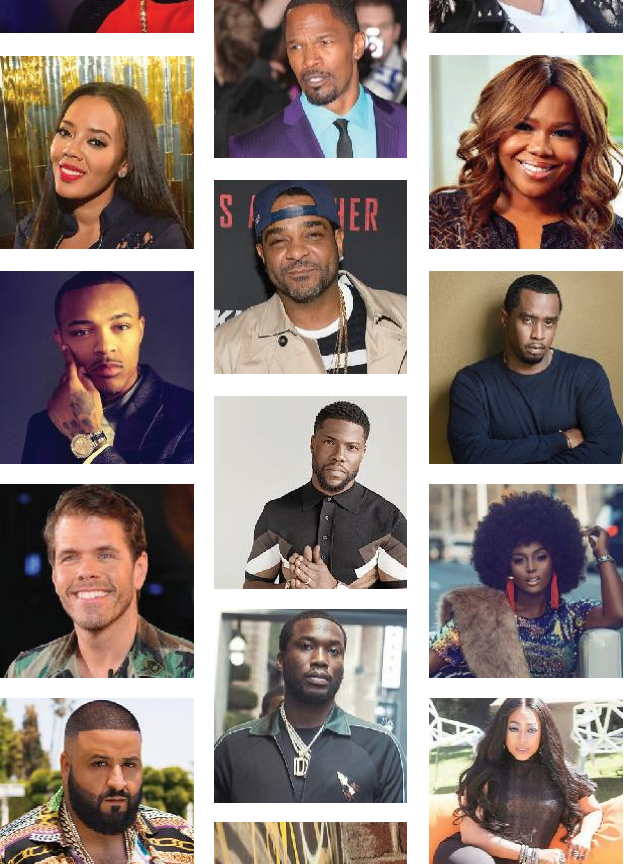


# Demos/Tastings



In 2019 we spent over \$1.5 million on demos and tastings!  
Demos were on hold, but we've started back up again!

# Social Media



Exclusive online content developed by influencers exclusively for use on Bartenura Social Sites.

## Celebrity Mentions on Social Media

**Amara la Negra** @amaralanegra *in* over 1.6 million followers

**Angela Simmons** @angelasimmons *over* 6 million followers

**Bow Wow** @smoss/shadmoss *over* 7 million followers

**Diddy** @diddy *over* 15 million followers

**DJ Khaled** @djkhald *over* 14 million followers

**Jamie Foxx** @iamjamiefoxx *over* 9.5 million followers

**Jim Jones** @jimjonescapo *over* 5.5 million followers

**Kevin Hart** @kevinhart4real *over* 94 million followers

**Meek Mill** @meekmill *over* 19 million followers

**Mona Scott Young** @monascottyong *over* 500,000 followers

**Perez Hilton** @perezhilton *over* 72 million followers

**Shaggy** @drealshaggy *over* 400,000 followers

**Trina** @trinarockstarr *over* 5 million followers



# Digital @BartenuraBlue



Click on the icon to check us out online!

## Over 150 posts + stories in 2020 to date



367K impressions  
14.6K engagements



302K impressions  
11K engagements



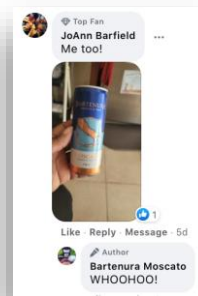
31K impressions  
1K engagements



20K impressions  
800 engagements



Fans  
reacting  
to our  
content



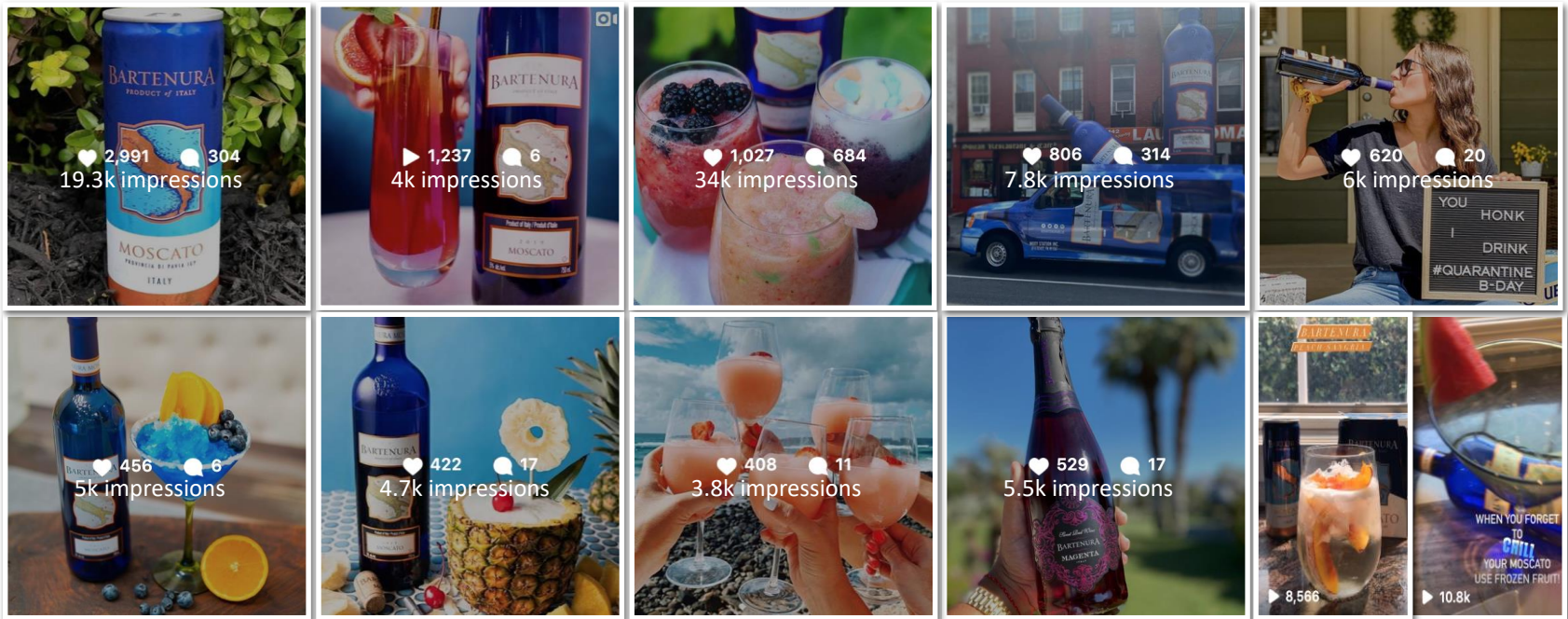
## Over 1.3 million organic impressions in 2020!

# Digital @BartenuraBlue



Click on the icon to  
check us out online!

## Over 800 posts, stories + reels in 2020 to date



## Over 680,000 organic impressions in 2020!

# Digital @BartenuraBlue



Click on the icon to check us out online!

We engage directly with our fans. Our base is real and all organic!

 **dnd** @ttdagreatest · Oct 11  
I need barefoot pink & **bartenura** moscato but I don't wanna go outside

1   2

 **Bartenura Moscato** @BartenuraBlue · 1m  
Order through Drizly! They deliver!







 **8.14** @passionforANIYA

Bartenura wine has been my bestfriend this whole quarantine 🍷

8:21 AM · Apr 27, 2020 · Twitter for iPhone

1 Retweet   4 Likes

 **Bartenura Moscato** @BartenuraBlue · Apr 27  
Replying to @passionforANIYA  
BFF 4 LIFE

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements
	<b>Bartenura Moscato</b> @BartenuraBlue · Jan 23 BLUES #bartenuramoscato #ThirstyThursdays <a href="http://pic.twitter.com/hUCzvFmXIY">pic.twitter.com/hUCzvFmXIY</a>			4,688	20
	<b>Bartenura Moscato</b> @BartenuraBlue · Feb 3 How we enjoyed the #SuperBowl 🏈 <a href="http://pic.twitter.com/nrdmsHG9V2">pic.twitter.com/nrdmsHG9V2</a>			1,518	39
	<b>Bartenura Moscato</b> @BartenuraBlue · Mar 9 Today we're drinking to #goodhealth			960	6
	<b>Bartenura Moscato</b> @BartenuraBlue · Mar 23 #NationalPuppyDay is the next best thing from #NationalWineDay 🍷 🐶			1,694	4
	<b>Bartenura Moscato</b> @BartenuraBlue · Apr 1 #thebest <a href="http://pic.twitter.com/EC04x0nb4G">pic.twitter.com/EC04x0nb4G</a>			2,413	470
	<b>Bartenura Moscato</b> @BartenuraBlue · May 4 📌 New Product Alert ✓ Perfect by the pool ✓ Easy to throw in a bag ✓ No opener needed #bartenura #wine #moscato <a href="http://pic.twitter.com/LFSejcwgth">pic.twitter.com/LFSejcwgth</a>			1,269	158

# Digital @BartenuraBlue

Campaign – How do you celebrate with Bartenura?



Campaign – How do you Make Bartenura Better??




We asked fans for cocktail suggestions,  
then brought them to life!


Amazing user generated content which we were able to leverage into paid media buys!


# Digital @BartenuraBlue

## Let's talk about Bartenura...


 **immar3alist** @getta\_mack this is the one I was telling you about..in the blue bottle lol

 **T Wavy** @\_tmizzlee · Aug 23  
that bartenura moscato changed my life


 **\_yazmakeup\_** @bartenurablue I have never seen this!!! Where can I find them?? 🙏😭😭

 **e @womenonfilm** · May 4  
bartenura moscato is the only good moscato no I will not be taking any criticism

 **Tiana Bank\$** @teedeeeeee · Aug 6  
i am in a relationship with bartenura moscato

 **@\_Fayeeee** · Jun 22  
Wait a minute. They selling Bartenura in a can now??????? Need it.

 **muzicjuice** @ashbenton1 Please give this Moscato a try. I first seen it many years ago in Drake's video I'm On One. DJ Khaled was drinking it and from that point on I had to try it. I have been hooked every since. I like to pour it on my fruit.


 **Court** @\_RogerThatt · Sep 21  
Bartenura really my fave 🍷🥰

 **Charles Gross** @charlesgross99 · Jul 13  
Replying to @TheTonightSho @JtwitterFragment and @BartenuraBlue  
I gotta say, @BartenuraBlue cans are this summer's White Claws.

 **@adriennee\_** · Jul 18  
The way I love Bartenura is unreal

 **roxy329** Finally found these and they are DELICIOUS 🍷💙💙

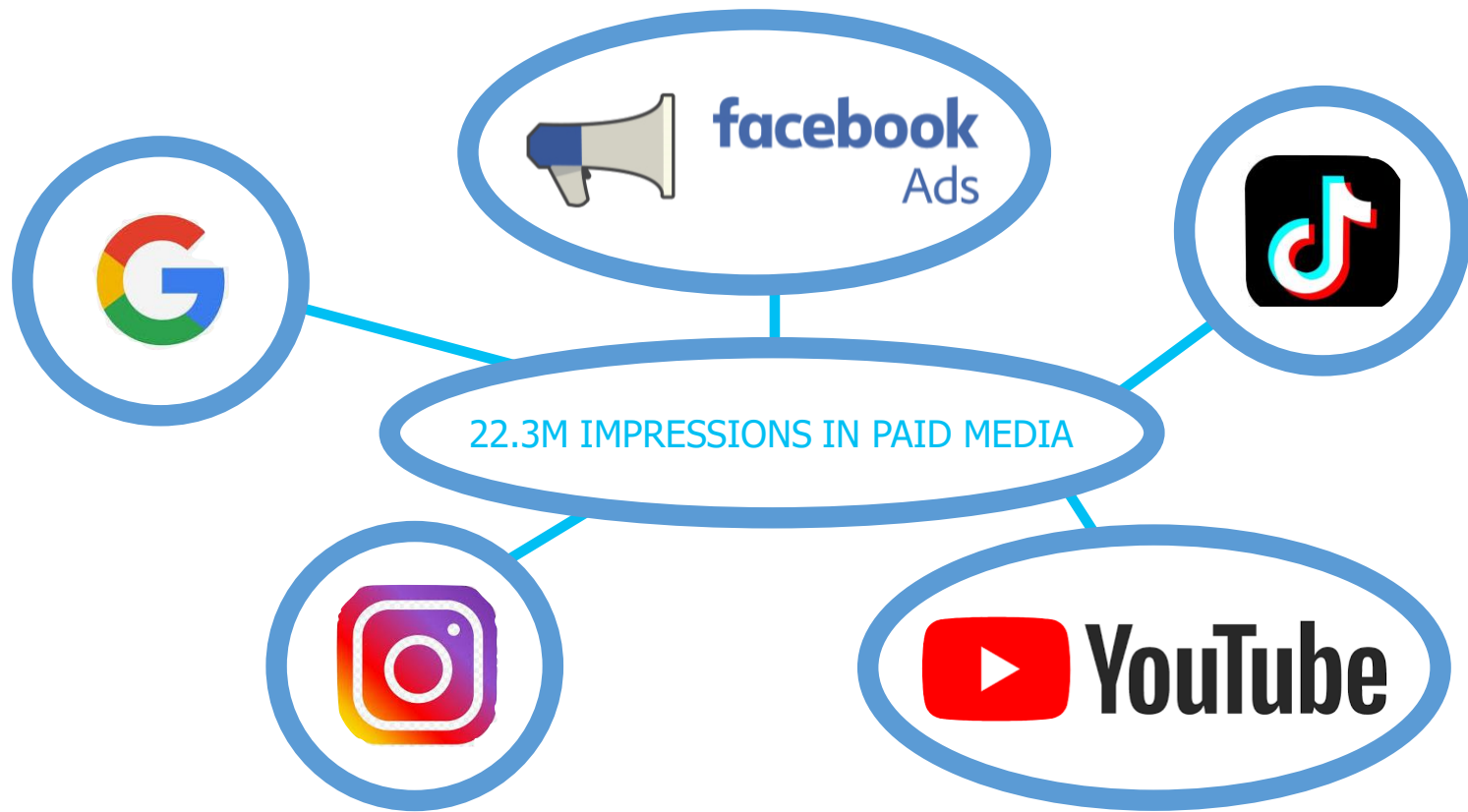
 **ashleylujan11** Best moscato ever!!! I've gotten so many family and friends drinking this!!! 🥰🥰🥰💙💙💙💙💙

 **clarissamarie1693** @a.p\_reality  
this is why I love this brand so freaking much lol

Our fans are passionate and aren't afraid to let everyone know!

# Digital @BartenuraBlue

During the initial months of Covid, we pivoted our outdoor budget to digital and locked in exceptional rates while others sat out!



Through savvy buying, we were able to purchase media at a CPM of \$3.94 versus an industry average CPM of around \$8!

# Advertising

Commercials which have aired both online and on broadcast tv, millions of impressions to date!



[The Bartenura Rooftop Surprise](#)

["Sparkleicious"](#)



[The Perfect Shot Online Commercial](#)



# Advertising

BARTENURA  
PRODUCT OF ITALY

BEST  
SERVED  
WHEN  
*You're*  
CHILLED.



•••••  
BARTENURABLU

BARTENURA  
PRODUCT OF ITALY



*out of the blue.*

•••••  
BARTENURABLU



*out of the blue.*



•••••  
BARTENURABLU

BARTENURA  
PRODUCT OF ITALY



*Hello BLUEtiful*

•••••  
BARTENURABLU



Gifted.

•••••  
BARTENURABLU

BEST  
SERVED  
WHEN  
*You're*  
CHILLED.



BARTENURA

•••••  
@BARTENURABLU

*Hello  
BLUEtiful*



*out of the blue.*

•••••  
BARTENURABLU



*out of the blue.*

BARTENURA



Print • Billboards • Kiosks

# Print Partners



**NEW YORK POST** Page Six  
SPORTS EXTRA

**Moscato** IS THE NEW CRISTAL

The hip-hop world has a favorite new beverage — and it's a famously tacky wine that costs just \$10 a pop

drinks/pulse

BY JEFFREY HELLMAN

It's not that the hip-hop scene has suddenly become more sophisticated. It's just that the wine world has become more hip-hop. In a move that's as surprising as it is delicious, the hip-hop world has embraced a wine that's as famous for its price as it is for its taste. Moscato, a sweet, bubbly wine from Italy, has become the go-to beverage for hip-hop artists and their fans alike. It's the perfect wine for a party, and it's the perfect wine for a date. In a world where everyone is looking for a new way to get their wine fix, Moscato is the answer. It's the new Cristal of the wine world, and it's the most popular wine in the hip-hop world. It's the wine that's making the most headlines, and it's the wine that's making the most money. It's the wine that's taking the wine world by storm, and it's the wine that's taking the hip-hop world by storm. It's the wine that's the new Cristal, and it's the wine that's the new Moscato.

Drinks who drink MOSCATO are the new CRISTAL. The hip-hop world has a favorite new beverage — and it's a famously tacky wine that costs just \$10 a pop. It's the wine that's making the most headlines, and it's the wine that's making the most money. It's the wine that's taking the wine world by storm, and it's the wine that's taking the hip-hop world by storm. It's the wine that's the new Cristal, and it's the wine that's the new Moscato.

2015 MOSCATO



# Print Partners

## OK! HOT THIS WEEK

THE TRENDS A-LISTERS ARE LOVING

### OK! BARTENDER

**BARTENURA SPICED SANGRIA**  
Spice things up this fall with a pitcher of Bartenura Spiced Sangria. In a pitcher, combine 1 bottle of Bartenura Moscato, 1 apple halved and sliced, 1/2 a lemon sliced thin and 1 cup spiced rum. Stir gently and serve in a glass rimmed with cinnamon sugar. Garnish with a cinnamon stick and lemon peel. Find us on Facebook, Twitter, Pinterest and Instagram at BartenuraBlue or at bartenura.com.

### RESET & RESTORE

After a grueling workout, turn to BPI's Sports Best Aminos to ensure your body is getting the replenishment it needs. According to the brand, the product's formula, which combines branched chain amino acids, a CLA Matrix and Glutamine, not only helps muscle recovery, but also preserves lean muscle mass. Improves exercise performance and can even support weight loss efforts. \$16.99 at Walmart

### OK! BARTENDER

#### BARTENURA POPSICLE COOLER

**Directions:** Pour a glass of Bartenura Moscato and add your favorite ice pop for a cool blast of flavor. Kick it up a notch by making your own popsicles from fresh fruit blended with Bartenura Moscato.

Find Bartenura on Facebook, Twitter, Pinterest and Instagram @BartenuraBlue or at www.bartenura.com

### OK! BARTENDER

#### BARTENURA SANGRIA

A warm-weather favorite that's deliciously refreshing and super easy to make.

#### Ingredients (for 1 pitcher)

- 1 bottle of chilled Bartenura Moscato
- 1 cup of citrus vodka
- 2 cups of cut fruit – grapes, strawberries, apples, oranges, peaches, pears, mangos, whatever you like

#### Directions

Combine all ingredients in a pitcher. Mix and serve over frozen grapes (instead of ice) so your drinks don't get diluted!



### Hot DRINK

We'd like to propose a toast to one of Hollywood's latest obsessions: Bartenura! The crisp, fizzy flavored Moscato is a semisweet blend of refreshing notes of pear, tangerine, nectar and melon. Sourced straight from Italy, this refreshing wine can make your home the hottest happy hour. Salute! \$14, liquor stores



Pour the delicious ready-to-drink blend over ice, into a hot beverage or mix into a cocktail



Use this gem of a stopper to make every bottle feel half-full

Toast with a fancy frizzante, with notes of wildflower, melons and honey



### PRE-OSCARS PARTY

And the award for Best Pre-Oscars Party goes to... OK! Some of our fave celebs – like **Tori Spelling** and **Dean McDermott** – packed Hollywood nightclub The Rhygle on Feb. 19 to kick off the weekend leading up to the 87th Academy Awards. Guests were treated to a special performance by **DJ Yo-C**, who counts **Leonardo DiCaprio** and **Hilary Duff** as fans, and the cocktail bar was stocked with Bartenura Wine, MYX Fusions Moscato, Heineken and SVEDKA Vodka. Stunning stars arrived in gorgeous gowns and sparkling Le Vian diamonds and left with goodies from Fashion Forms, Sexy Hair, Caress and HydroxyCut.



### Star HOT SHE

The places and products that sizzle with star



### Hot HOTEL

Heading to L.A.? Then book your stay at the Jeremy West Hollywood Hotel. It's no surprise why celebs such as **Jamie Foxx** and **Rachel Zoe** have hosted events there. The pool spot features breathtaking views of the Hollywood Hills and Los Angeles Basin, as well as a cool West Coast aesthetic that's bound to make any guest feel like an A-Lister. More info at [jeremyhotel.com](http://jeremyhotel.com)

### Hot TICKET

Get yours before they're gone! **Celtic Thunder** is currently on a North American tour promoting their Celtic Thunder 14 album, with the Irish vocal group's final show on Dec. 11 in North Charleston, S.C. Known for outrageous theatrical performances (led by Celtic headliner), they deliver a show you won't want to miss. The best part? You'll get to see **Dominic Monaghan** – *Cheer Boy* rapper – back on stage with the group! Buy tickets at [celticthunder.com](http://celticthunder.com)



### Hot DRINK

Missing summer? The Bartenura Raspberry Cooler isn't just a refreshing cocktail made with just two ingredients: raspberries and Bartenura Moscato! Start with one frozen raspberry in a glass, smash them up, fill the glass with Bartenura Moscato and garnish with extra frozen raspberries. Cheers! Find us everywhere @BartenuraBlue or at [bartenura.com](http://bartenura.com)

## Star SCOPES OUT THE SCENE

### Hollywood Date Night Must-Haves

**Baking Dessert for Two**  
This menu is sweet enough for your next rendezvous! Scale down your fave treats with recipes from Christina Lane's cookbook, where making portions just for the two of you is easy as... pie. \$15, amazon.com



**Using Funspotter**  
Men, listen up! Plan your next big right out with this helpful app, packed with suggestions (submitted by women) for local adventures and events that'll wow your lucky lady. Free, App store

### OK! BARTENDER

#### BARTENURA MOSCATO SPICED CRANBERRY SANGRIA

**Ingredients**  
• 1/2 cup vodka  
• 1 cup cranberry juice  
• 1 bottle Bartenura Moscato  
• 1 sliced orange  
• 2 cinnamon sticks  
• Fresh cranberries for garnish

**Directions:** In a large pitcher, combine vodka, cranberry juice, sliced oranges, cinnamon sticks and Moscato. Stir gently and serve in a glass garnished with fresh cranberries.

For more information or additional recipes, find us on Facebook, Twitter, Pinterest and Instagram @BartenuraBlue or at bartenura.com



### OK! BARTENDER

#### BARTENURA WATERMELON COOLER

This super easy and refreshing cocktail is perfect on a hot summer day!

**Ingredients (makes 4 drinks)**  
• 1 bottle of chilled Bartenura Moscato  
• 2 cups fresh watermelon  
• 1/2 cup vodka  
• 12 sprigs of mint, plus some extra for garnish

**Directions:** In a pitcher, muddle watermelon and mint. Add Bartenura Moscato and vodka. Stir gently so you don't lose all the bubbles. Garnish with a slice of watermelon and a sprig of mint.



# Outdoor Media

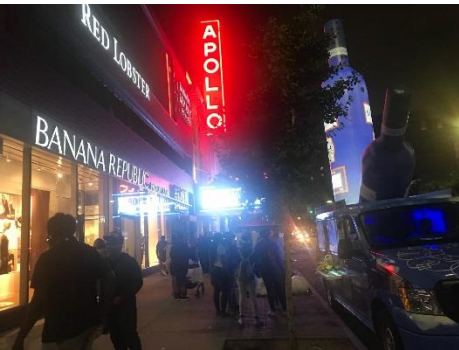


# Truck Advertising



# Street Team

Interactive charging station • Highly visible, day or night • Mobile, we go where the crowds are!



Instagram post interface showing 4,074 likes and a caption: "rcedannellroy Shoutout to @bartenurablue for letting me misuse they're truck last night!! 🙌🙌🙌🙌 #RCE #RoyNation #WeDoWhatWeWant #YouHearddd #bartenurablue #bartenura #bartenuramoscato". The interface also includes icons for heart, comment, share, and bookmark, and a bottom navigation bar with home, search, post, heart, and profile icons.

# The Complete Line of Bartenura Wines



# BARTENURA

PRODUCT *of* ITALY

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@BARTENURABLUE

WWW.BARTENURA.COM

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IMPORTED BY

## ROYAL WINE CORP.

BAYONNE, NJ USA

