

VOGA ITALIA™
PINOT GRIGIO

www.vogaitalia.com

DRINK IN STYLE

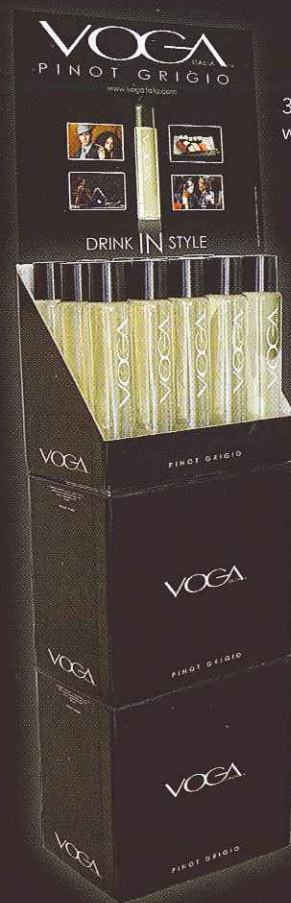
The "IN" Packaging

The trendy packaging was designed to "stand out" and strike the consumers' attention immediately.

Voga Italia's minimalist image conveys the following message:

- Voga Italia is the **new way** to drink wine
- Voga Italia is about a **LIFESTYLE**
- Voga Italia is **IN**

1 Case contains
15/750ml bottles



3 Case display
with casecard

Voga Italia's key attributes

Pinot Grigio — The #1 imported varietal in the US market.

Voga "V-Closure" — A traditional cork closure with a reusable airtight cap that easily twist on and off for enjoyment now or later.

Packaging — A trendy, distinctive and unique bottle.

VOGA ITALIA™ PINOT GRIGIO

Varietal = Pinot Grigio

Area of production = Delle Venezie

Alcohol Content = 12%

PH = 3.30

Acidity = 5.3g/l

Vinification = Soft pressing

Fermentation = 12 days in stainless steel
temperature controlled tanks

Serving Temperature = 46–50°

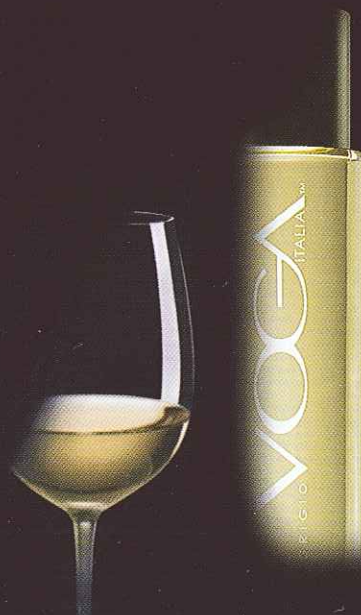
VOGA ITALIA Pinot Grigio 750ml
UPC: 0 21893 79508 8

List Price:

Btl. Cost:

Retail:

% GP:



Pinot Grigio is the most popular white wine produced in northern Italy. Italian Pinot Grigio is normally very light and crisp, but Voga Italia combines the soft alluring flavors of Veneto with the structure and breed of Trentino to produce what we feel is the perfect Pinot Grigio.

Full and rich, with fresh, ripe apple and pear aromas and delicious, juicy flavors.