

VERO SPRITZ

USA · ITALY

SPREZZA

ITALIANO

SPREZZA IS THE PERFECT "TO GO" COCKTAIL EXPERIENCE

WHAT IS SPREZZA?

- A dry, bubbly and refreshing Italian spritz perfect for poolside, beachside, boatside or just relaxing at home
- 150 years of Italian drinking culture wrapped up in a beautiful, stylish can
- Low alcohol content (5.2% ABV) and perfectly carbonated for refreshment
- Naturally gluten free, low in sugar (10g), low in calories (90)



SPREZZA PACKS EVERYTHING A SOCIAL DISTANCING CONSUMER WANTS INTO A NEAT LITTLE BOX

PORTABLE &
CONVENIENT



STYLISH,
SOPHISTICATED &
INSTAGRAMMABLE



LIGHT,
FRESH
& EASY



PREMIUM & NATURAL
INGREDIENTS



BAR-QUALITY
EXPERIENCE



SOME RECOMMENDATIONS FOR POSITIONING SPREZZA...

TAKEOUT / TO GO:

- “Date night” or “picnic” special with a four pack + two meals
- House Spritz served alongside a cup with ice, straw and garnish
- Served with spirit as a mixer (e.g. sparkling Manhattan, Negroni)
- Visible on counter-top in a bucket of ice and citrus decoration

RETAIL:

- Co-located in the cold box with sparkling wines
- Alongside other fresh Italian wines, particularly prosecco
- 4 packs in the cold box with ciders, seltzers and other gluten free options



APPENDIX



CATEGORY DIFFERENTIATION: SPREZZA VS THE REST'A

	SPREZZA (Italian Spritz)	SPRITZER (WINE COOLER)	SELTZER
Origins	<ul style="list-style-type: none"> • First spritzes by Austrian soldiers invading Italy seeking to render Italian white wines of the region more like their hometown pilsners, they would “splash’ sparkling water and add lemon wedge for bitterness (spritzen is the verb ‘to splash’ in German) • In the 18th Century white wine was replaced by Italians with vermouth and other aperitif wines to add more bitterness and greater layers of flavor, and to fit with drinking trends of the time • This Italian version of the spritz spread and was adapted in other regions to fit within their alcohol traditions (e.g. Venetians used Aperitivo liqueurs and Prosecco to reach a bitter and fresh low alcohol drink; some regions in Basilicata and also northern Italy use Amari as a base for their spritzes) 	<ul style="list-style-type: none"> • Loosely based off the original spritzes of Austrians, spritzers were revived in the and 1970s in the USA as a simple and light, home-made wine cocktail • The drink then morphed into something much sweeter called a wine cooler, using fruit juice in place of a bitter lemon wedge • These low-alcohol options were commercialized in the USA and Europe in 1980s by large alcohol brands that started using low-grade wine and even substituting it out for cheaper malt liquor bases 	<ul style="list-style-type: none"> • Recent creation by large US beverage companies seeking to offer cost effective ‘non-beer’ alternatives, often aimed at the American light beer drinker • The category emerged and became prevalent in grocery chains in the 2010s on the back of the popularity of ‘vodka soda’ • Relatively flavorless in nature, these are commercial drinks designed to provide alcohol to drinkers without much character, flavor or calories
Production	<ul style="list-style-type: none"> • Aperitif wine base (such as vermouth, Americano, etc.) • Base is blended with mineral water, citrus peel extract and co2 • No preservatives added (at least to SPREZZA) since the flavors are derived from the aperitif wine itself, which contains extracted oils of fruits, flowers, roots and herbs • ABV can vary between 5-12% depending on the style <i>*Many contemporary expressions are liqueur based, in which case prosecco is added as well to bring the acidity needed to offset the high sugar content of the spirit base. These are sweeter, more viscous and less fresh than their aperitif wine counterparts.</i> 	<ul style="list-style-type: none"> • Malt liquor base or wine base • Base is blended with fruit juice or concentrate, sugar and co2 • Base is often low quality since the fruit juice / concentrate will obscure the wine flavor • Preservatives, added acids or pasteurization necessary to stabilize the fruit flavoring • Similar to Sangria in many ways these have a higher alcohol content than Seltzer at 7-9% ABV 	<ul style="list-style-type: none"> • Malt liquor, carbonation and a single fruit flavor added to create the ‘line of flavors’ (e.g. Raspberry, Mango, Lime, etc.) • Some use distilled spirits to spike a regular flavored seltzer, but this is less common • Frequently using artificial sweeteners like aspartame to reduce sugar and caloric values on packaging for marketing • ABV in the 4-6% range
Style	<ul style="list-style-type: none"> • Wide bouquet of bitter, floral and citrus flavors driven by the diverse set of botanicals used in aperitif production • Good acidity from the base wine of the aperitif wine and the citrus peel extract 	<ul style="list-style-type: none"> • Fruity, relatively sweet due to the juice or concentrate that often features added sugar • Slight acidity from the white wine base in some higher quality versions 	<ul style="list-style-type: none"> • Basic and dull flavors of a respective fruit with a metallic / artificial palate • Similar to mass produced flavored waters

