



LIONELLO MARCHESI

GENIUS IN EVERY BOTTLE



Surf the Morellino di Scansano's wave!

Legendary inventor and entrepreneur Lionello Marchesi has fulfilled his lifelong dream and passion for wine, pioneering state-of-the-art techniques to create high quality artisanal wines that fully express the terroir and spirit of Tuscany.



*Sangiovese 90% e
Cabernet-Sauvignon 10%*

THE IDEA

Leverage the increasing popularity of Morellino di Scansano and offer your customers an alternative from Tuscany to Chianti.

HOW IT WORKS

In OFF PREMISE: Leverage 3L Morellino to create displays, windows and do in-store tastings

In ON PREMISE: Leverage 3L Morellino to get displays and run By The Glass incentives (Staff incentive, Staff training)

KEY BENEFITS

AN ATTRACTIVE VARIETAL

Morellino di Scansano is made from 90% of Sangiovese, the most popular Italian varietal!

Provide your consumers a modern, "New-World" taste profile, better fitted to US consumers! Invite consumers to taste new flavors!

A FAMOUS REGION

Morellino di Scansano is a DOCG produced in Maremma, the "Up and Coming" region in Tuscany. Offer your consumers a new experience!

Consumers looking for a new experience can try a niche appellation for a famous Italian region.

A GOOD VALUE

Lionello crafts artisanal wines from Tuscany and offer it at an excellent value.

Offer your consumers an attractive, different packaging but elegant. It makes it easier to try the wine!

NEXT STEPS

For more details, do not hesitate to contact your local W. J. Deutsch Sales Representative.

Please refer to the trade materials section at wjdeutsch.com for additional Technical Sheets and Shelf talkers.