

# KICK OFF THE SUMMER OF PALLINI SPRITZ: PALLINI SPRITZ CROSS MERCHANDISING PROGRAM

PALLINI

## WHY PALLINI SPRITZ

- Spritz-style cocktails are trending in popularity especially during the summer
- Pallini is the #1 Limoncello in the world, consistently climbing up in Nielsen numbers
- Pallini Spritz flavor pallet is a sure crowd pleaser with refreshing natural flavors
- Cross merchandising strategy is a **win-win**, providing instant savings for consumers & additional basket ring for retailers
- Pallini Spritz generated 700+ mln impressions with PR & social media campaign in 2024-2025



RECIPE

3x PROSECCO

2x PALLINI LIMONCELLO

1x SPARKLING WATER



## PROGRAM DETAILS & POS

- INSTANT \$5 SAVINGS WITH PURCHASE OF PALLINI LIMONCELLO & ANY PROSECCO BRAND VIA QR CODE SCAN, DIGITAL DEPOSIT
- POS AVAILABLE:  
SINGLE CASE CARD  
DOUBLE CASE CARD  
CASE TUCKER  
SHELF TALKER  
BOTTLE HANGER