

KICK OFF THE SUMMER OF PALLINI SPRITZ WITH PALLINI SPRITZ RETAIL TOOLS



WHY PALLINI SPRITZ

- Spritz-style cocktails are trending in popularity especially during the summer
- Pallini Spritz flavor pallet is a sure crowd pleaser with refreshing natural flavors
- Easy to mix at home for brunch, aperitivo, and any celebration
- Pallini Spritz 360 campaign generated 1.2 bln media impressions in 2025
- 2 ingredient cocktail strategy is a win-win additional basket ring for retailers



RECIPE

3x PROSECCO **2x** PALLINI LIMONCELLO **1x** SPARKLING WATER

PROGRAM DETAILS & POS

- **INSTANT \$5 SAVINGS** WITH THE PURCHASE OF PALLINI LIMONCELLO 750 ML VIA QR CODE SCAN, DIGITAL DEPOSIT
- **POS AVAILABLE:**
CASE CARD
CASE TUCKER
SHELTALKER
BOTTLE HANGER

