

PREMIATA SPECIALITÀ

Liqueur

PALLINI

BRAND TRAINING

PALLINI

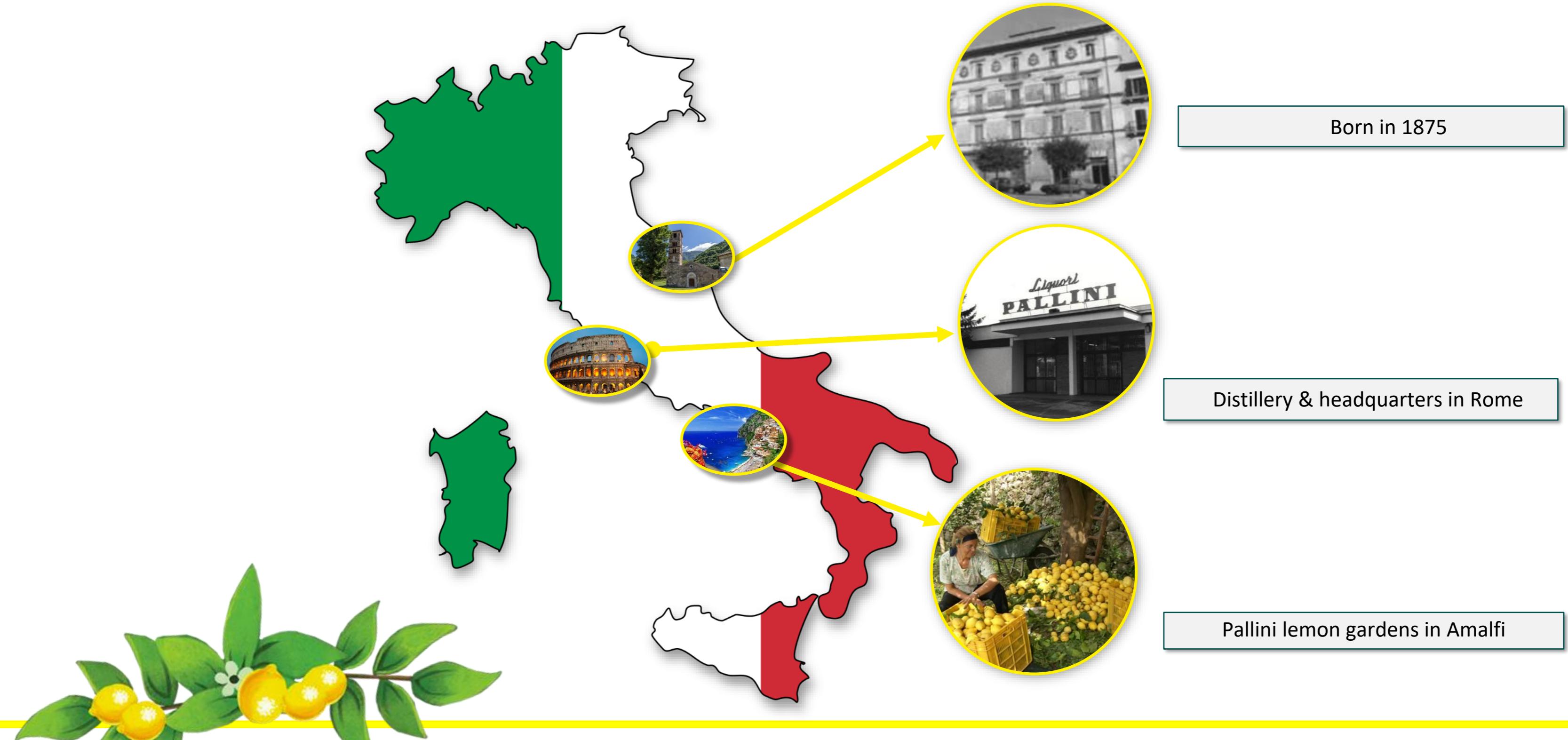


PALLINI



PALLINI
ROMA

FAMILY, LAND AND LEMONS



PALLINI CRAFTING LIQUEURS FOR 150 YEARS



CELEBRATING WOMEN IN SPIRITS

Pallini company is led by Micaela Pallini, the 5th generation Pallini family member and the first woman to lead the company.

ABOUT MICAELA PALLINI

Dr. Micaela Pallini is the President and CEO of Pallini Company. She holds a Doctoral Degree in Chemistry from Roma Tor Vergata University in Rome, Italy.

When she began at Pallini, Micaela utilized her background in chemistry to work with and improve upon existing family recipes in an entirely new way. Analyzing the composition of the recipes, she conceptualized and created fresh flavor profiles by introducing compatible ingredients for the enjoyment of Pallini consumers worldwide.

As the first woman to oversee Pallini S.p.A, not only is Micaela transcending gender borders at Pallini, she also plays an active part in influencing other Italian businesswomen as a member of Femminile Plurale, an organization that advocates for the promotion of women in business in Italy. In addition, she was elected president of Federvini, the Italian association of wine and spirits producers.

Micaela resides in Rome with her husband and two sons.



AMALFI COAST - LAND OF GARDENS

- 50 mile stretch of coastland, south of Rome
- The steep hillsides are lined with lemon gardens & olive trees
- In 2001, the region was given 'PGI Certification' declaring it as the only place where Sfusato Lemons can be produced



LEMON GROVES - VIETRI SUL MARE (AMALFI COAST)



AMALFI COAST LEMONS - KEY FACTS



CRUNCH IT

Called “*Bread*” Lemon for the edible skin
The only lemon you can eat like an apple



UNIQUE FEATURES

High in Vitamin C and very refreshing
Rich in essential oils contained in the skin



SLOW & GIGANTIC

Grown for up to 12 months
Avg. weight: 200 gr/lemon



KEY TO BALANCE

Intense perfume & aroma
Low acidity & sweet taste



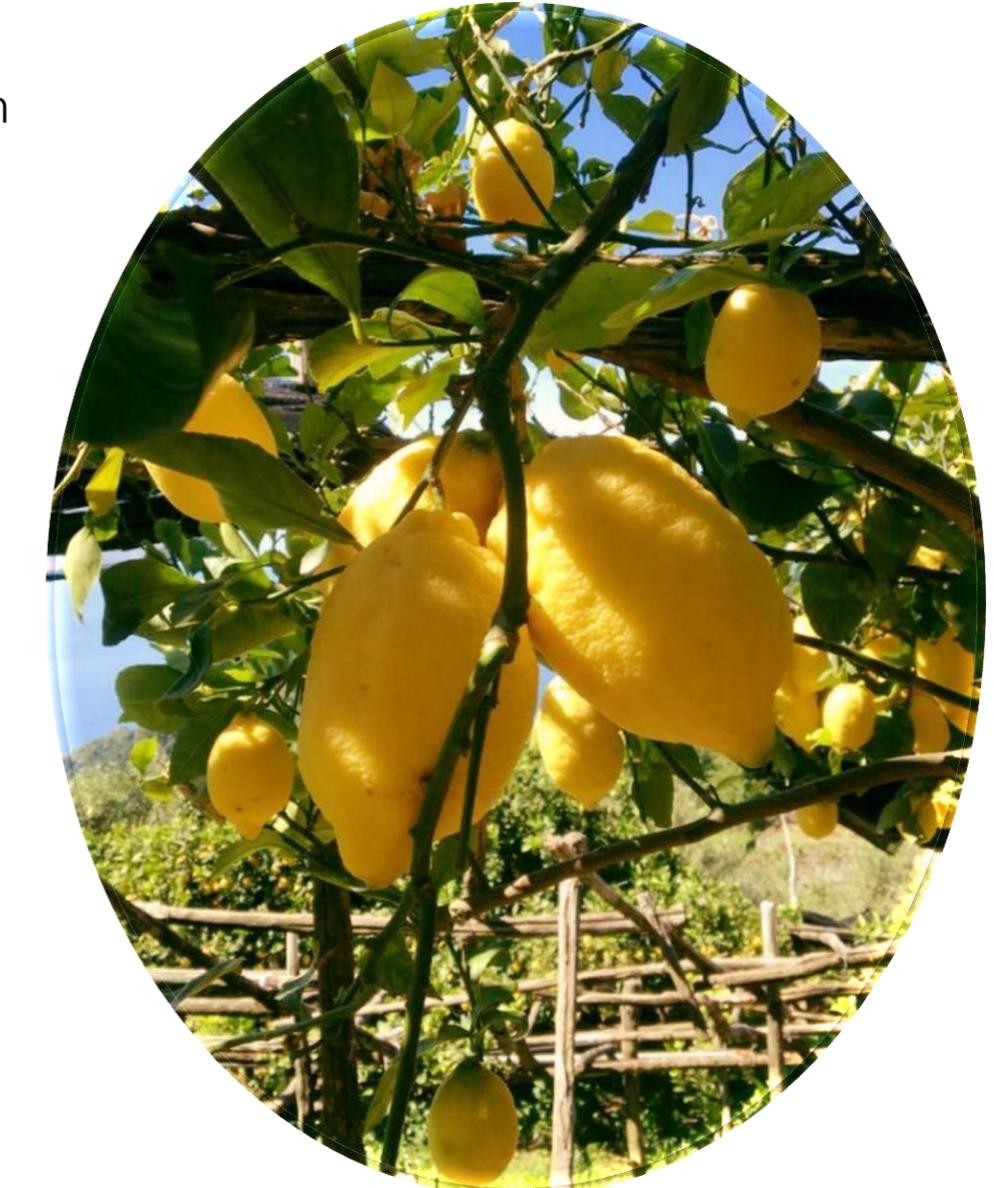
SPECIAL TREATMENTS

Hand-picked in the lemon gardens
GMO & pesticide free

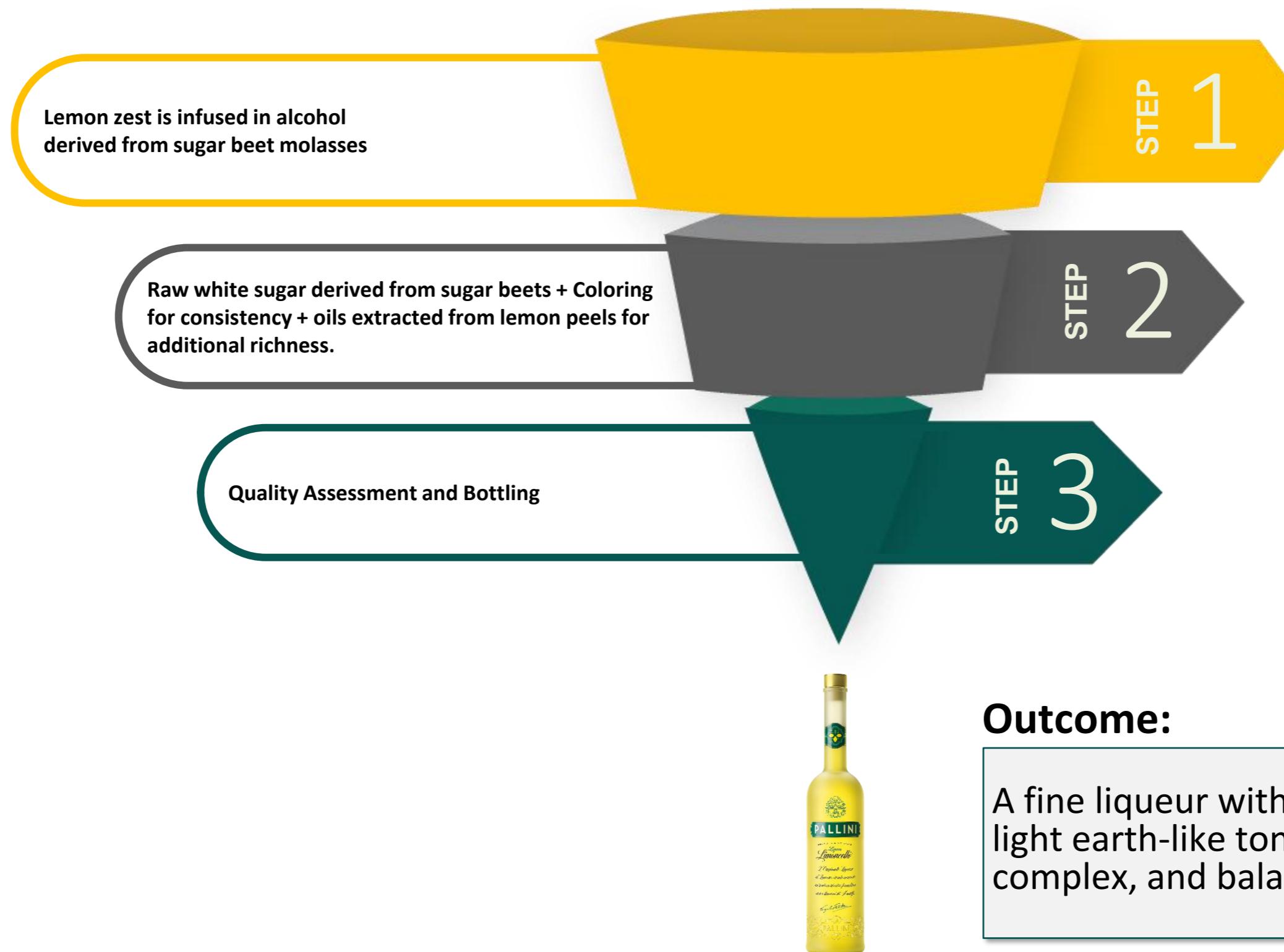


BEST WAYS TO HAVE IT

1. Sliced, with a pinch of salt
2. In Pallini Limoncello ☺



PRODUCTION PROCESS



TASTING NOTES

Appearance

- Clarity: Opaque
- Color: Light gold

Nose

- Condition: Open, powerful
- Development: Complex, balanced
- Character: Fresh lemon zest, reveals slight bitterness and alcohol with time

Palate

- Sweetness: Medium
- Body: Full-bodied
- Intensity: Powerful
- Mouth feel: Full and chewy
- Character: Full spectrum of lemon zest, with light earth like tones and very faint anise
- Alcohol: Balanced, evident in the finish
- Finish: Long, complex and balanced

Conclusions

- Quality: Outstanding
- Type/style: Italian Limoncello liqueur
- Origins: Italy



[Source: WSET]



Our key cocktail strategy is

PALLINI SPRITZ

*Refreshing, bubbly, zesty –
Italian summer in a glass!*

3 parts prosecco

2 parts Pallini Limoncello

1 part Club Soda



HOW TO SERVE PALLINI?



- ❑ Traditionally in Italy limoncello is served after dinner alongside or instead of dessert
- ❑ Pallini is a perfect fit for light & refreshing gin & vodka based cocktails.
- ❑ All Pallini liqueurs truly shine in sparkling wine cocktails
- ❑ It's a perfect fit for easy mixes with ice tea, tonic or sparkling water

PALLINI PEACHCELLO

Pallini Peachcello: an Italian fruit liqueur made from Italy's finest white peaches.

White peaches, native to Emilia Romagna, grow mainly in the first part of summer and reach maximum ripeness in July. These luscious peaches are picked at their peak of flavor and infused in pure alcohol to create this exquisite liqueur.

26% ABV



SIGNATURE COCKTAIL

Pallini Bellini

1 part Pallini Peachcello

3 parts Prosecco

Garnish with a peach slice



PALLINI RASPICELLO

Pallini Raspicello has enhanced the basic raspberry liqueur recipe by adding blueberries and black currants, grown in the mountainous Abruzzi region, evoking the flavor of the raspberries in a pure alcohol infusion.



SIGNATURE COCKTAIL

Pallini Rossini

1 part Pallini Raspicello

3 parts Prosecco

Garnish with
strawberry
and raspberry



PALLINI LIMONZERO

- ▶ Introduced in 2023
- ▶ World's first zero proof limoncello to enjoy cocktails without the buzz or extra calories
- ▶ Top quality liquid: made from organically grown Amalfi coast lemons, known to be the finest in the world. Same lemons as we use in Pallini limoncello production
- ▶ Taste of Italy: lemons are grown on the lush hillsides of the Amalfi Coast and hand-picked for ideal flavor and ripeness
- ▶ Extremely versatile, enjoyable straight from the fridge, on the rocks, or mixed into countless cocktails like the spritz



PALLINI ZERO SPRITZ

1 PART PALLINI LIMONZERO

2 PARTS N/A SPARKLING WINE

KEY SELLING POINTS

- High Quality Ingredients, Simple & Natural
- Sfusato Amalfitano lemon peel infusion
- 450 gr of lemons per liter of Pallini limoncello
- Alcoholic content: 26%
- ALLERGEN (ex 2003/89): Free
- Gluten Free & GMO free
- Woman owned and led
- Best tasting Limoncello: 9 out of 10 people prefer Pallini!



PALLINI SKUS IN THE US



Limoncello:
50, 375, 750, 1L
Peachcello: 750
Raspicello: 750
Limonzero: 500
Sip of Italy: 3 x 50
Deruta VAP

SHELF POSITIONING



SHELF DISTRIBUTION

- 750ml
- 375ml

SHELF LOCATION

- Eye level in the Liqueur/Cordial section.

FACINGS BENCHMARK

- Target #1 - three (3) limoncello facings
- Target #2 – adding peachcello & raspicello

ADJACENCIES

- To the right of Aperol

SECONDARY PLACEMENTS

- Limoncello section
- Feature and display during OND
- Counter display (50ml)

PROMOTIONAL EXECUTION

- 100% Merchandised in key markets

SRP: \$29.99 (750ml)

PROMO: \$24.99 (750ml)

SHELF POSITIONING



SHELF DISTRIBUTION

- 750ml
- 375ml

SHELF LOCATION

- Eye level in the Liqueur/Cordial section.

FACINGS BENCHMARK

- Target #1 - three (3) limoncello facings
- Target #2 – Limonzero in the non alc set
- Target #3 - adding peachcello & raspicello

ADJACENCIES

- Stores with limoncello shelf set:
to the right of Caravella
- Stores with limited shelf space:
To the right of Aperol

SECONDARY PLACEMENTS

- Limoncello section
- Feature and display during OND
- Counter display (50ml)

PROMOTIONAL EXECUTION

- 100% Merchandised in key markets

SRP: \$29.99 (750ml)

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KEY SELLING TOOLS



Sfusato lemon
replica



Spritz Acrylic
Glassware



Cocktail Cards

TO CONCLUDE

- The **best tasting** limoncello on the market proven by a multitude of awards
- The **highest quality**, made with hand picked sfusato lemons unique to Amalfi coast
- Family-owned liqueurs with **150 years of history** & deep roots in Italy





AMALFI LEMONS



ROME ROOTS

FAMILY TRADITIONS



150°
1875 2025
ANNIVERSARIO
PALLINI



PALLINI

GRAZIE!

PALLINI



PALLINI