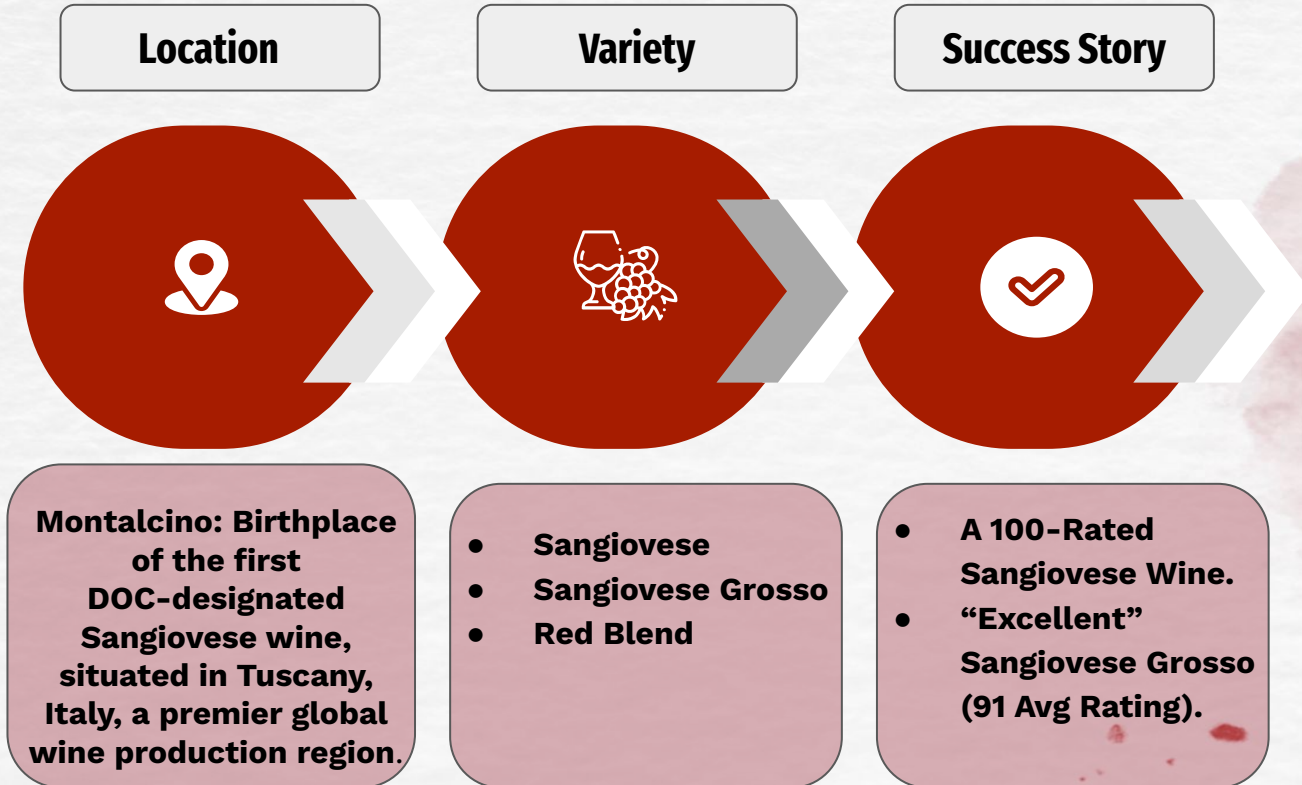




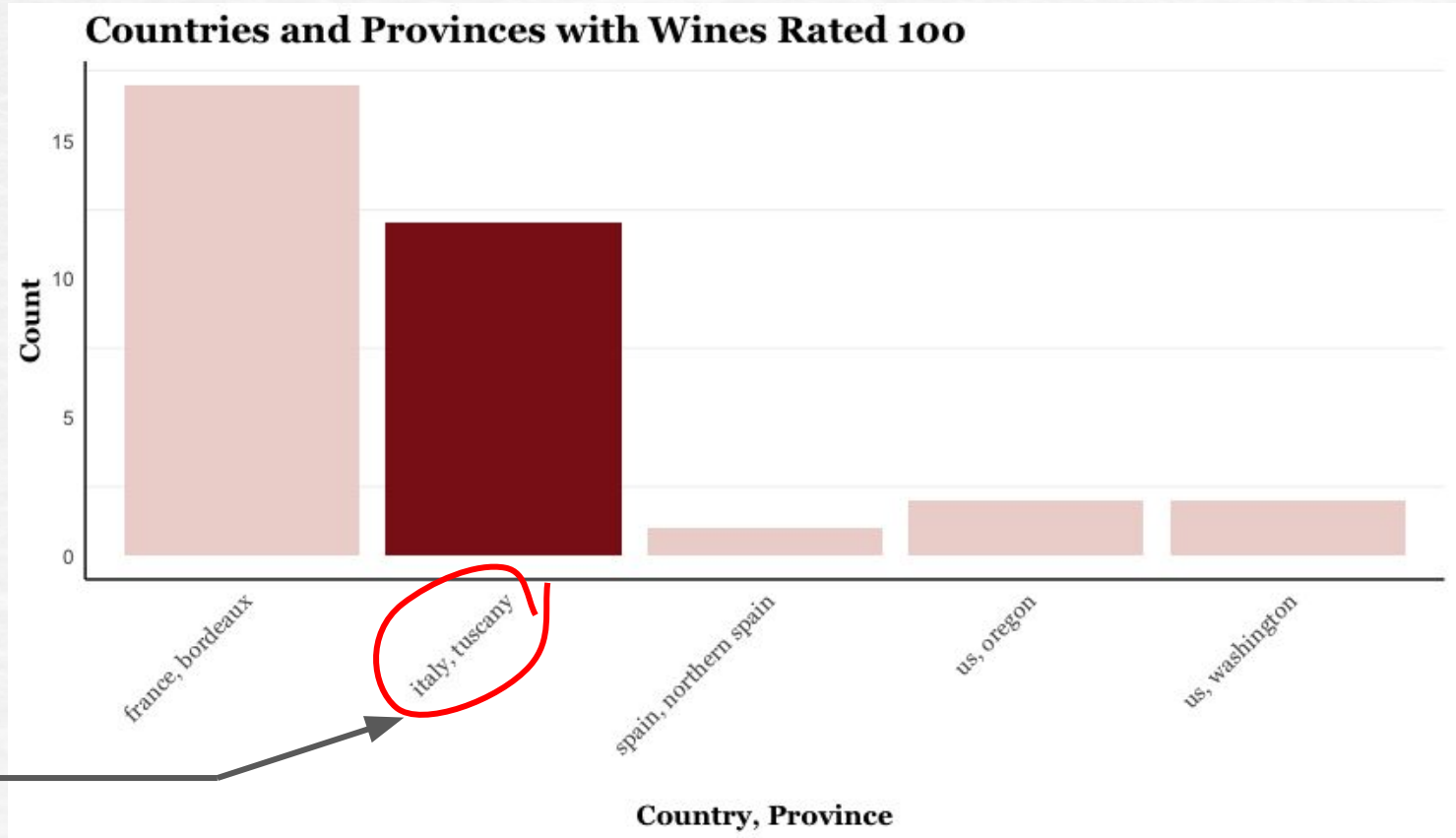
CONTI COSTANTI

Oshadhi Jayaweera, [REDACTED]

Conti Costanti: Overview

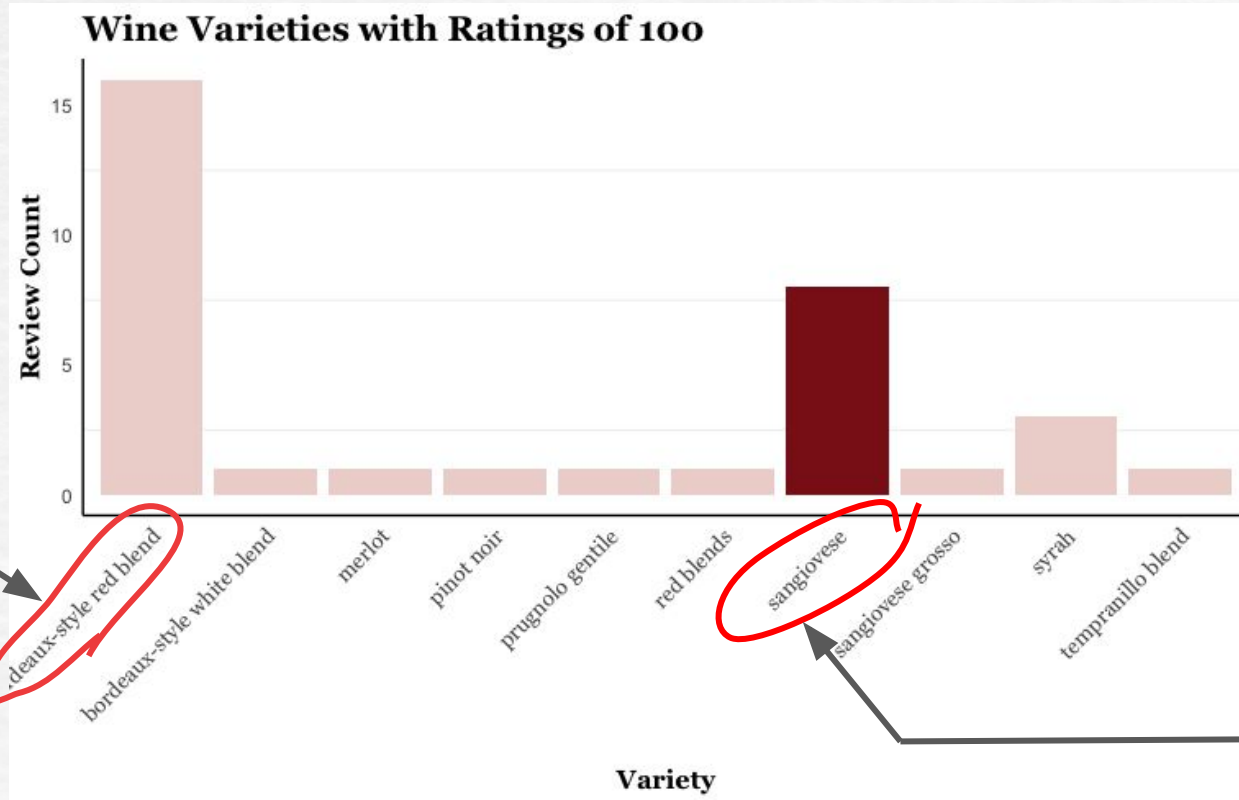


Why Specializing: Wine Regions



The region with the second highest number of 100-rated wines.

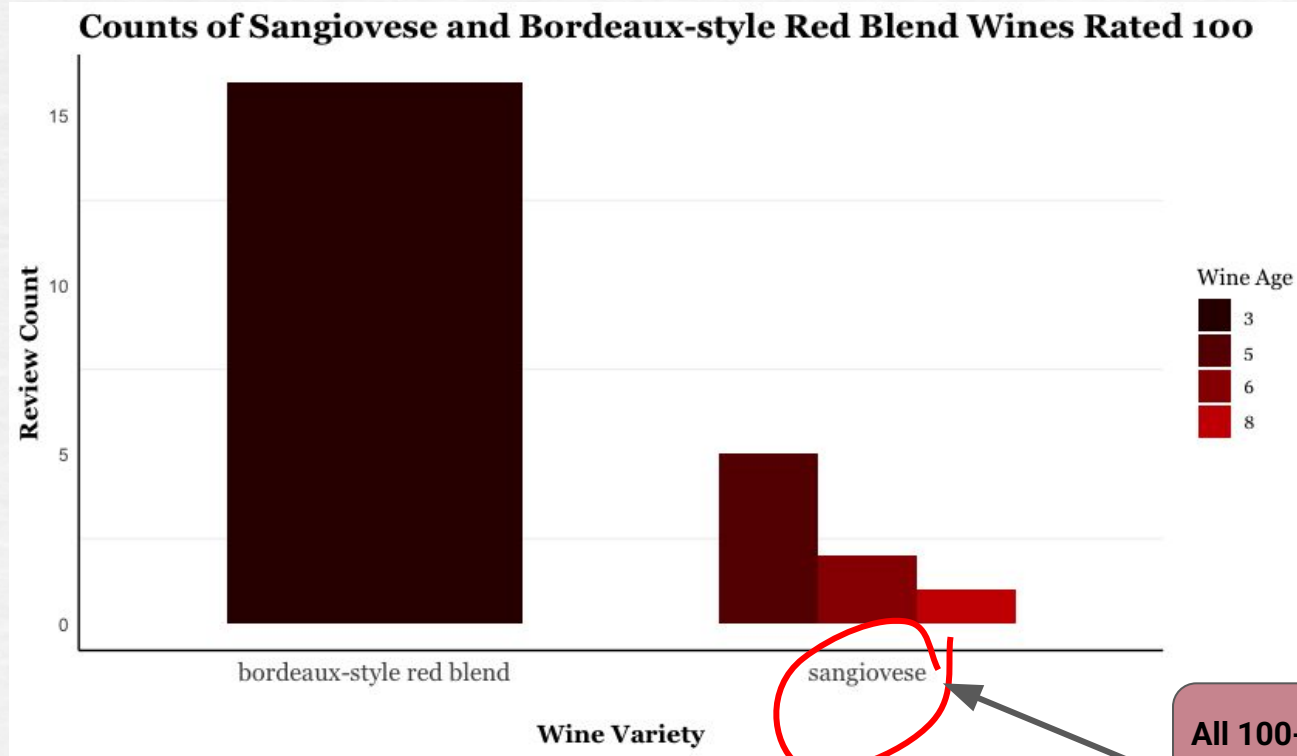
Why Specializing: Wine Variety



A red wine that is unique to Bordeaux, France.

A red wine made of Sangiovese grapes, a type that is unique to Italy.

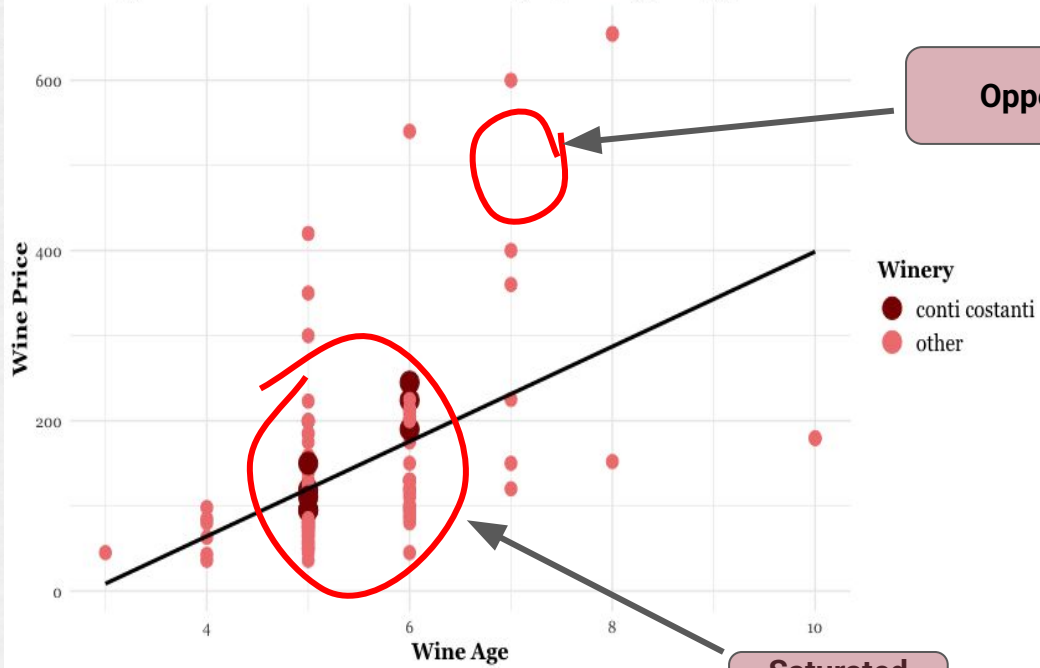
Why Specializing: Differences in Type



All 100-rated Sangiovese are aged 5, 6, & 8

Why Specializing: Sangiovese

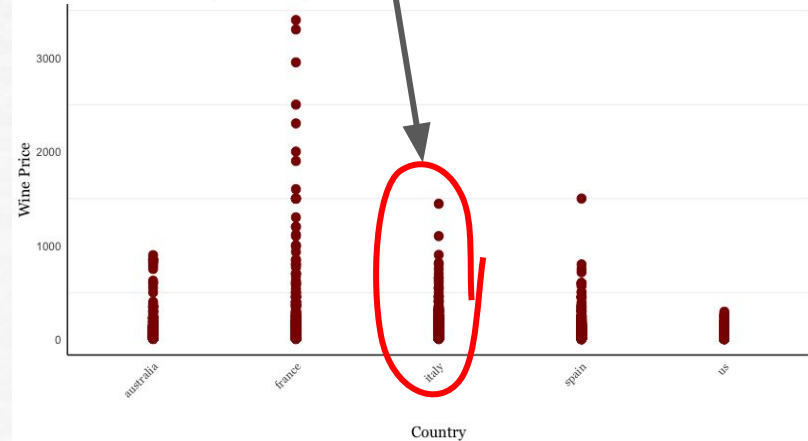
Sangiovese Wine Price & Wine Age (Ratings > 95)



Opportunity

Priced Lower

Wine Prices by Country

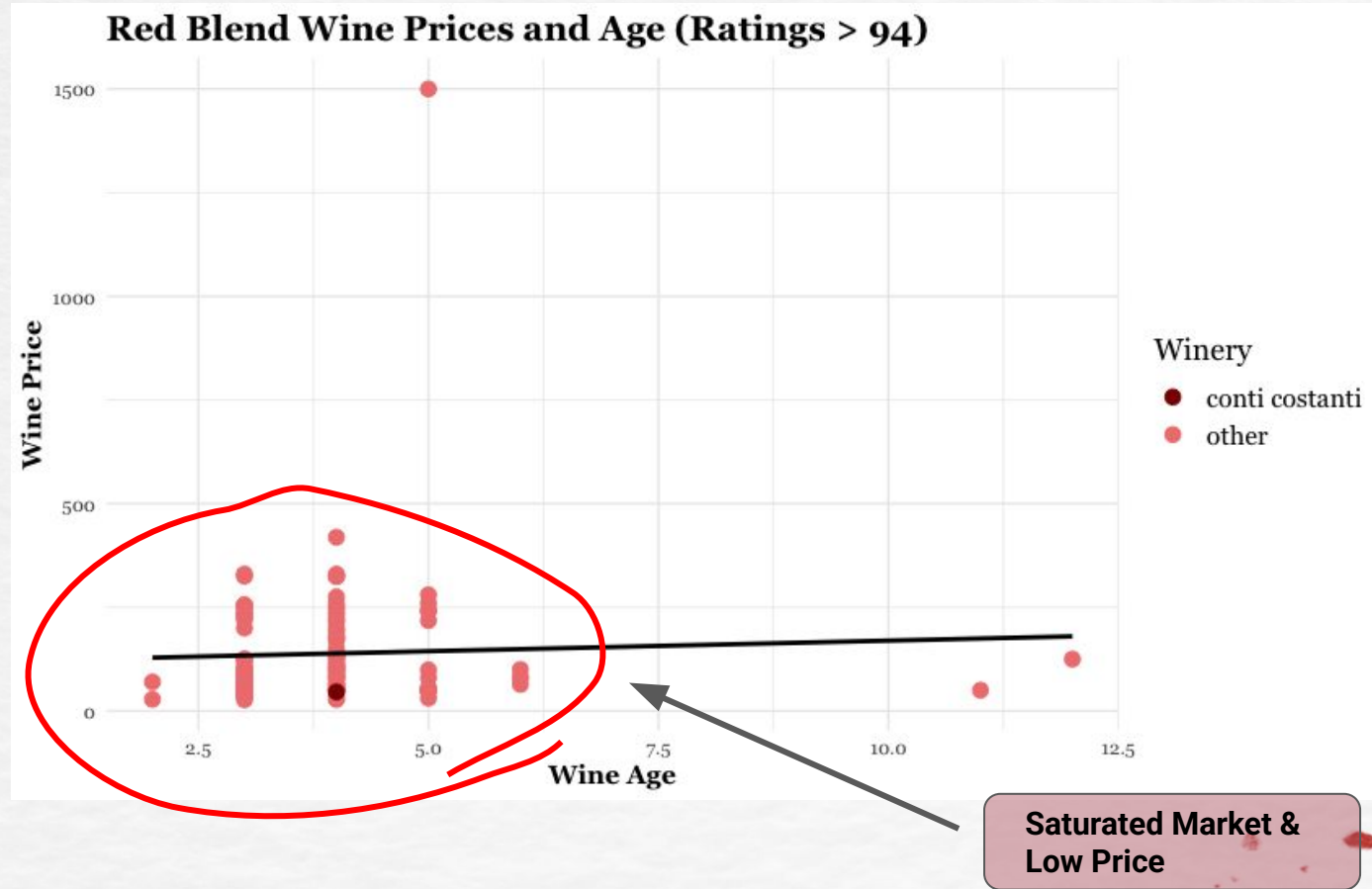


Why Specializing: Sangiovese Grosso



Opportunity

Why Specializing: Red Blends



Recommendations

1

New Age & Price

Age Sangiovese wine for 7 years, positioning it uniquely in the \$400-\$600 range, while maintaining the current wine at \$200 for stability. Simultaneously, optimize market positioning by adjusting Sangiovese Grosso from \$145 to the \$150-\$250 range.

2

Export Market

Pursuing untapped markets in low 100-rating wine-producing countries like the US and Spain, catering to consumers seeking premium wines from authentic regions.

3

Specialization

Emphasizing our top-rated authentic regional specialty, Sangiovese wines, for branding and future growth, while strategically discontinuing Red Blend to position ourselves as a premier winery through specialization.



Future Potential Avenues of Growth

B2B Arrangement

1

Capitalizing on Sangiovese's unique positioning and 100-ratings, initiate B2B sales to enable other wineries to incorporate this wine into their product offerings and sell under different labels.

Crossover with Bordeaux-Style Red Blend

2


Fuse Sangiovese from Italy with Bordeaux Red Blend from France to create a new product, capitalizing on their widespread acclaim in the two largest wine regions worldwide.

Utilizing Merlot and Cabernet Grapes

3

Create an Italian Bordeaux Inspired Blend with recently planted Merlot and Cabernet, incorporating Sangiovese, leveraging the highly rated and specialized Sangiovese for strong market positioning.

Thank you !
Any Questions?

A large, abstract splash of red watercolor paint is located on the right side of the slide, extending from the top right towards the bottom right. It features various shades of red, from light pink to deep maroon, with some darker, more saturated areas and some lighter, more diffused edges. There are also some small, dark red specks scattered around the main splash.