MARTINI® ASTI

100% MOSCATO
FULLY SPARKLING WHITE WINE
RATED D.O.C.G., THE HIGHEST QUALITY DESIGNATION GRANTED TO LESS THAN 1% OF ITALIAN WINES

WINNING TASTE
MARTINI® Asti was awarded prestigious gold medal accolades at both the 2012 San Francisco International Wine Festival and the International Women’s Wine Festival.

DID YOU KNOW?
MARTINI® promotes during key wine-drinking/selling periods, and it outperforms the category in terms of sales (as a percentage of sales)^1

• Spring (Mother’s Day, Brunch Occasions)
• Valentine’s Day
• Summer (Memorial Day, Fourth of July)
• Holiday (Thanksgiving - New Year’s)

CATEGORY GROWTH
Champagne/Sparkling wine category is growing faster than spirits.\(^2\)

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<thead>
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<th>Total Champagne/Sparkling</th>
<th>Spirits</th>
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<td>Volume Growth</td>
<td>+2.9%</td>
<td>+0.2%</td>
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Chart source: \(^2\)

VOLUME GENERATOR
The combination of Feature & Display on MARTINI generates higher volume lift than the category and direct competitive set.\(^1\)

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\(^1\) Nielsen, 9L Cases -9/13/13 Nielsen
\(^2\) Nielsen BUSA defined Til US week ending 2/1/14
MARTINI® ASTI

MARTINI® Asti originates from the Piedmont region and is internationally renowned for using only the highest quality, handpicked Moscato Bianco grapes. The grapes are quickly pressed and fermented, resulting in only a light degree of alcohol. This helps retain the natural sweetness and fragrance of the grape. For a delicate and sweet finish to any meal, serve MARTINI Asti chilled.

**STRENGTH**
7.5% ABV

**DOSE**
90 grams/liter (Dolce)

**GRAPE**
Moscato Bianco

**TASTE**
Sparkling and naturally sweet. Beautifully silky, smooth and elegant.

**PAIR**
- Desserts, such as pastries, tarts and fresh gelato
- Ripe fruits
- Smooth cheeses (*fontina, ricotta or soft goat cheese*)
- On its own, as a meal’s finale

**SERVE**
Chilled, in a flute glass or in one of these classic cocktails.

**MARTINI® MIMOSA**
1 part MARTINI® Asti
1 part orange juice

Combine ingredients in a flute glass. Garnish with fresh strawberries.

**MARTINI® KIR**
4 parts MARTINI® Asti
1 part crème de cassis

Pour crème de cassis into a flute glass. Top with MARTINI Asti.

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**NOTES**

ENJOY RESPONSIBLY.

www.martini.com

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