

# VIN SANTO DELL'EMPOLESE



Our company has been producing "Vin Santo" for many years and it was set up in the heart of San Miniato hills in 1960.

We want to introduce a new product "Vin Santo dell'Empolese" with pieces of fresh fruit, which give a special fragrance and a unique taste to this product.

In this period we use strawberries as fresh fruit. Grapes come from the vineyards of the Tuscan hills and strawberries are grown as an organic crop in the greenhouses in the area.



The special feature of our product is that each month it has a different taste depending on the season.

This range of products is created to meet the most environment -friendly costumers ' needs.

The bottle of the new product is in white glass and it contains 75 cl of wine and pieces of fruit.



The shape of the bottle can be in the shape of an animal or of a typical Tuscan monument.

The price is the same as our "Vin Santo" and it's suitable for the product we offer.

A spot will be broadcast on TV in a few weeks and posters will be distributed in towns for its advertising .

The product can be tasted in the International Gastronomic Fair in Florence. Consumers can find this new product in the most famous Italian restaurants and in supermarkets. They can also find it in our store "Vin Santo dell'Empolese" near the factory premises, where they can ask for information and be helped by our store-assistants.

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