



SENSI

FAMILY OF WINEMAKERS SINCE
1890



A Tuscan winemaker family since 1890

The Sensi Family first began business in 1895 when Pietro Sensi began taking the wine he made from his vines to the markets. Pietro's sons, Vittorio and Armido, continued their father's business and founded Fratelli Sensi. With their horse and cart the two brothers used to deliver their Chianti wine to the houses in the surrounding countryside and to the city of Florence as well.



Our History & Region

History

The Sensi Family first began business in 1895 with Pietro Sensi. With the fourth generation, Massimo, Marco and Roberta, who joined the company in 1987, the Sensi name became successful in international markets further to developing their wine-making, farming and technology.

A story of great sacrifice, enthusiasm and goals to achieve, but with the wisdom of taking just small steps at a time and showing great respect for human relations. Our mission is to communicate a production philosophy through our wines, based on the elegant and balanced sensations, clean flavor and consistent quality.

Regional Information

Our Tuscan wines hail from the Treviso region within Veneto, in North East Italy. The most appreciated wines in the region come from the provinces of Treviso, Verona, Padova, Venice, and Vicenza. The area around Verona, with its temperate climate and hilly surrounding, is believed to have cultivated grapes since the Bronze Age

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Our Wine Making



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Brand Success / Case Sales 2016



**Sensi Wines
Cases Yearly 2016
18,878 Cases**



**Sensi Wines
Cases Yearly 2016
16,110 Cases**

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Our Wines



Direct Importing Available with Minimum 10 Pallets Less \$6.00 Case

Cabernet

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Chardonnay



APPELLATION : CABERNET IGT
TERRE SICILIANE

GRAPE VARIETY: 100% Cabernet

COLOR: Deep ruby red with purple edges.

NOSE: Entirely captivating with seductive cherry, blueberry, blackberry and rhubarb aromas, enveloped by warm notes of dark chocolate, juniper berries and tobacco. A bouquet that only Cabernet Sauvignon can provide.

FLAVOR: Soft, appealing red berries in liquid form, made irresistible by fresh, velvety tannins that embrace balanced acidity and a sensual flavor.

FOOD PAIRINGS: This Cabernet is perfect paired with grilled meats, wild game, and roasts. It's wonderful with soft or medium-aged cheeses which aren't particularly veined with mould.

SERVING TEMPERATURE: We recommend 16-18°C (60.8-64.4°F).

DENOMINATION: CHARDONNAY
IGT TOSCANA

PRODUCTION AREA: Vinci Florence

GRAPES: Chardonnay 100%.

COLOR: Bright straw-yellow.

NOSE: Intense, with notes of elderflower, banana and Golden Delicious apples.

FLAVOR: Appealingly dry and well-balanced, with a clean and satisfyingly persistent. Good alcoholic consistency. It is fresh and captivating on the palate, with the right balance between alcohol and acidity.

FOOD PAIRINGS: Suitable for accompanying gastronomic dishes such as white meats and fish cooked in various ways, especially fried, as well as pasta dishes with shellfish and main dishes with eggs.

SERVING TEMPERATURE: Serve @10°/12° c



Pinot Grigio

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Merlot

**DENOMINATION: DELLE VENEZIE
IGT PINOT GRIGIO.**

GRAPES: Pinot Grigio 100%

COLOR: Bright yellow w/ light gold tones

NOSE: The nose is intense with ripe yellow fruit notes reminiscent of peach and apricot and tending towards an almost tropical fragrance. The fragrant alcoholic notes with nuances of crusty bread and acacia honey, complete this wine, bestowing finesse and substance to the bouquet.

FLAVOR: The palate is full in body and flavor, delicately smooth yet with a bold structure, bringing balance and long-lasting taste, enhanced by a refined fruity aftertaste.

FOOD PAIRINGS: Ideal with hors d'oeuvre (especially those with fish) and all seafood and shellfish.

SERVING TEMPERATURE: 11- 12°C.



**APPELLATION : MERLOT IGT TERRE
SICILIANE**

GRAPES: Merlot 100%.

COLOR: Intense ruby-red color with purplish-blue glints

NOSE: This wine has an elegant body and hints of flowers, black and red berries.

FLAVOR: The wine has an intense ruby-red color with purplish-blue glints and firm red fruit aromas, reminiscent of cherry and red currant jam. The palate is full-bodied and well-rounded, with sweet tannins and a very long finish.

FOOD PAIRINGS: Perfectly paired with aged cheeses, savory meals, meat and mature cheese.

SERVING TEMPERATURE: 18-22 °C



Pinot Noir

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Chianti

**DENOMINATION: VENETO IGT
PINOT NOIR**

GRAPES: Pinot Nero 100%

COLOR: Ruby red

**NOSE: Elegant body, suggesting fruit
and rose petals.**

**FLAVOR: Vibrant palate of dark berry
and cherry with subtle hints, dry herbs
and silky graceful tannins. Full flavored
with abundant spice notes and lengthy
finish.**

**FOOD PAIRINGS: Good with many
food types including quail, duck, turkey
and lean red meat.**

SERVING TEMPERATURE: 18-22 °C



**APPELLATION : CHIANTI DOCG
(Controlled and Guaranteed
Denomination of Origin)**

**GRAPES: Sangiovese 80% and
Canaiolo 20%**

COLOR: Vivacious ruby red color

**NOSE: The bouquet is intensely vinous,
with occasional hints of cherries, violets
and spice.**

**FLAVOR: The flavor is dry, balanced
and sapid, refining into velvety softness.
Great body and a long lasting smooth,
fresh and well balanced Chianti . The
bouquet is intense with hints of cherry
and spice.**

**FOOD PAIRINGS: Chianti Wines go
well with first courses with red meat,
venison, roasts and aged cheeses.**

SERVING TEMPERATURE: 18-20 °C



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Moscato

18K Moscato has a light shining pink color, exalted by fine persistent bubbling, an intense nose and a fresh, fruity and fragrant taste of white flowers petals and strawberries. A very stylish gift to give. Charming and seductive with its beautiful pink bottle, it is ideal for framing the most romantic moments or for a fine cocktail.

Tasting Notes

Sensi 18K Moscato is bright pink in color with purple hues. Fruity and fresh, the aromatic blends elegantly with hints of raspberry, cherry and red berries. Very intense fragrant flavor; alcohol, sweetness and acidity are in perfect balance.

Serving Suggestions

It is an excellent dessert wine, accompanies fruit salads, cakes and stuffed pastry. Serve at a temperature of 6-8°C



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Prosecco

Inspiring sparkling wine, produced according to the rules of the Charmat Method. Amazingly fruity, pleasantly-refreshing and superbly lively on the palate, with a perfectly balanced texture and a crisp, creamy perlage. Extremely versatile, all-course wine, perfect in any convivial situation. Superb as aperitif.

Tasting Notes

Sensi 18K Prosecco is straw-yellow in color with persistent bubbles. Notes of green apple and citrus fruits on the nose are followed to the palate, a light and refreshing, yet elegant wine.

Serving Suggestions

Extremely versatile, all-course wine, perfect in any convivial situation. Superb as aperitif. Serve at a temperature of 6-8°C

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Pinot Noir Rose'

18 K Pinot Rosè, made with Pinot Noir grapes, has a lightning intense and vibrant pink color, exalted by fine and persistent bubbling. On the nose it is fresh pleasant and fragrant, rich of deep notes of white flowers petals and strawberries, blackberries and raspberries. Pleasantly delicate on the palate, it has a wrapping taste perfectly balanced between fruit and acid components.

Tasting Notes

The aroma is fresh, pleasant and fragrant, enriched by pungent notes of white flowers and soft fruits like blackberries, raspberries and strawberries. The taste is delicate with the perfect balance between fruit and acidity.

Serving Suggestions

Pleasantly delicate on the palate and versatile in food pairings from gourmet to barbecue. Serve at a temperature of 6-8°C



Our Programming

Custom Designed Incentive Programs

Sales Incentives (Co-Op 50/50)

- 1) \$1.00 Bottle Sales Incentive**
- 2) 2 – 5 Case Placement Incentives**



Sample Program (Co-Op)

- 1) Sensi Provides Two Cases per Pallet**
- 2) Distributor Provides Two Cases per Pallet**
- 3) All Other Samples Approved By Written Notice**



Sales Tools

- 1) Product Launch**
- 2) Distributor Service Rep**
- 3) POS Including Sales Sheets**
- 4) On / Off-Premise Sales Training**
- 5) Tasting Notes and Sales Training**
- 6) Custom Designed Wine Case Cards**
- 7) 11" x 17" On-Premise & Off-Premise Posters**
- 8) Self Adhesive Shelf Talkers with Medals "TUSCANY"**





Go To Market Strategy



- 1) Present Entire Line To Off-Premise**
- 2) Present Wines As Top 5 Tuscan Winery**
- 3) Offer Multi Case Buy Ins @ Special Pricing**
- 4) Conduct Off-Premise Tastings When Possible**
- 5) Taste and Push Two of Six SKU's On-Premise**
- 6) Provide Sales Incentive Programs At Launch Followed with On / Off-Premise Managers Incentives**
- 7) Target 81% Off-Premise Placement & 46% On-Premise**



Brand Building

- 1) Tremendous Social Media**
- 2) Top Five Winery In Tuscany**
- 3) Great Distributor Programming**
- 4) Highest Quality Wines and Packaging**
- 5) Chain Store Success & High Custom Pull Through**
- 6) Attractive, Effective and Accountable Point of Sale**
- 7) Great Retail and Distributor Support and Training**





Bank = \$400 Per Pallet

The Bank Is Used To Co-Op with Distributor In the Brand Building of Sensi Wines Locally. The Bank Can Be Used for Several Objectives Including Below.

- 1) Samples**
- 2) In Market Tastings**
- 3) Multi Case Specials**
- 4) Point of Sale Materials**
- 5) In Store Ads or Promotions**
- 6) Sales Incentives During Launch Period**





Distributor Pricing Retail Shelf \$11.99

FOB Boston Massachusetts

Distributor Pricing @ \$11.99	Margin	Bottle Price	Case Price
PTC - Price To Consumer		\$11.99	\$143.88
PTR – Price To Retail	30%	\$8.39	\$100.68
PTD – Price To Distributor	27%	\$6.13	\$73.56

70 Case Pallets / \$400.00 Per Pallet Co-Op Bank

East of Mississippi River

Freight Paid 7 Pallets / 50% Freight Paid 4-6 Pallets / FOB MA 1 – 3 Pallets

West of Mississippi River

50% Freight Paid 7 + Pallets / FOB MA 1 – 6 Pallets



Distributor Pricing Retail Shelf \$13.99



FOB Boston Massachusetts

Distributor Pricing @ \$13.99	Margin	Bottle Price	Case Price
PTC - Price To Consumer		\$13.99	\$167.88
PTR – Price To Retail	30%	\$9.79	\$117.48
PTD – Price To Distributor	27%	\$7.15	\$85.80

70 Case Pallets / \$400.00 Per Pallet Co-Op Bank

East of Mississippi River

Freight Paid 7 Pallets / 50% Freight Paid 4-6 Pallets / FOB MA 1 – 3 Pallets

West of Mississippi River

50% Freight Paid 7 + Pallets / FOB MA 1 – 6 Pallets

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