

# THE PROJECT

- Brand of Concilio launched in April 2002
- 2001 vintage – first production 40,000 cases.
- Plans to build to 120,000 cases 2004.
- 3 classics wines:
  - \*Grillo IGT di Sicilia
  - \*Sangiovese IGT di Sicilia
  - \*Nero d’Avola IGT di Sicilia
- One Premium wine
  - \* Syrah/Nero d’Avola (60% - 40%)
- Excellent quality/price ratio
- Very personal, indicative packaging from Sicily, with strong connection to traditions expressed in the use of mosaic and colors.
- Packaging truly reflects the colorful and warm characters of Sicily.

Clearly communicated by its typically Sicilian packaging, the Feudo d’Elimi range of wines are made to be consumed young, are fun, fresh, lively and easy going – truly reflective of Sicilian life itself.

Each wine is a very fine example of these native varieties – Grillo, Sangiovese and Nero d’Avola – and all show tremendous varietal characteristics and regionality that is also unmistakably Sicilian.

In 2006 the fourth wine will be launched: and it is the first of a Premium wines range.

Representing fabulous value for money, these wines are aimed at the modern wine consumer, and are made in an easy drinking, drink young style.

All the wines obviously have their own unique characteristics; however have richness, ripeness, sunshine nuances in common.

Made in a very “Italian” style, these wines should have great appeal throughout the world, especially at this price point. (There are too many “international” wines coming from all over the world and the last thing we need is an “international” Sicilian wine.). Modern, colorful and lively point of sale material will be available to support this brand.

FEUDO  
D’ELIMI

