

Moretti's Cellar

Wine Company

Competitors

Concha Y Toro, Gallo

Requirements

- Logo
- Wine list
- Business Card

Identity

Purity, Quality, Rarity

Company Background

The Moretti family is well-known in Italy for their Moretti mansion and vineyard. The Moretti family has been the number one selling wine in Italy since its inception in the year **1201**, and the brand is now trying to go global. The Moretti property boasts some of the best conditions for growing grapes for their famous pinot noirs, cabernets and rose'.

Where we are

Currently, the global market is cluttered with new wines coming from California, France, Spain, Australia and New Zealand. Italy is known for its great wine, but there are many brands that have been exporting to different countries for years – they are known names abroad.

Where we want to be

The Moretti family brand wants to infiltrate the US market and become a known name among fine wine consumers. Moretti wants to boast its Italian roots, rich heritage, and undiminishing quality.

Target

All genders

Ages 21+

Wine connoisseurs

Upscale Restaurants

Fine Wine Stores

Insight

Fine wine is an art. The Moretti family have been the finest artists in Italy for over 800 years.