

It has been all hands on deck since September getting ready for Christmas and we even managed to get some snow this year! Our key brands have been very busy making sure listings are supported with consumer-led marketing activities. We've had a lot of fun in the process and it's been a fantastic way to round off a challenging year.

# The Buzz

DECEMBER 2022



## La Gioiosa

We teamed up with none other than Love Island winner, Davide Sanclimenti, for our #AVeryItalianChristmas campaign. We kicked things off at 100 Queens Gate with the man himself serving signature cocktail, the fragolino - strawberry puree topped up with Prosecco - alongside his famous tiramisu to a crowd of press and influencers.

Since then Davide launched our Trip to Venice giveaway through his Instagram stories, helping us to gain thousands of new followers overnight.

The campaign included influencer outreach with an exclusive La Gioiosa advent calendar, a collaboration with Italian gourmet brand Crosta & Mollica and a competition on the @WallisFashion account. La Gioiosa Prosecco is hard to miss this Christmas.





## Club Edition winning hearts at the Country Living Xmas fairs!

Black Tower Club Edition put everyone in a very festive mood at the Country Living Christmas Fairs. The No1 brand from Germany attended all the events in London, Glasgow, and Harrogate with a stunning mini stand and two brand new releases to delight visitors. Stocks of the elegant rose and alluring riesling had to be replenished mid-program and they both sold out! People commented on the beauty of the packaging and its suitability for gifting and upcycling. They were also wowed by the quality of the wines, which taste as beautiful as they look!







# The rise of alcohol free

Alcohol moderation is becoming an ever more established way of life and we view No and Low as a sizeable growth opportunity in the coming year. Figures released by the IWSR last week show the pace and consistency of growth for the category:

No & Low beer, cider, wine, spirits, and RTDs surpassed \$11bn in 2022 (+7% in volume) across the top 10 key markets globally. When the traditional BWS sector is flat or in decline, ignoring 'No and Low' could be a risky business decision. Furthermore, volumes are forecasted to reach a CAGR of 7% between 2022 and 2026 worldwide, compared to +5% between 2018 and 2022.

We now have a tiered alcohol free wine portfolio, covering 'Good, Better, Best' solutions. Each of our SKU has been road tested with consumers via the Mindful Drinking Festivals over the last few years and we are 100% confident that the portfolio delivers both on taste and value. Make sure you stock up for 2023!

## Belle & Co. gets us in the festive mood

We have run a couple of exciting campaigns in the run-up to Christmas. As always, Belle & Co. is keen to promote inclusivity and body positivity, so the brand was particularly proud to be part of @dearscantilly (IG 163k) lingerie show and pair up with @CurvyKate (312k) for a fabulous digital giveaway.



The Sparkling alcohol-free brand was also the drink of choice for Insta darling Oh La La Macarons (IG 13k), who helped crowds of keen bakers rustle up some fabulous Christmas-themed macarons in a magical workshop.



**Merry Christmas from us  
all at North South Wines!**