

ETNA

Rinascere dalle Ceneri

By: Taylor, Ashlynn, Payne, George, and Alon

Winery Identity TAYLOR

History

- 2,700+ years of winemaking tradition
- Sicily's first DOC wine region (1968)
- Recovery from phylloxera, eruptions, and vineyard decline
- Restored historic Nerello Mascalese vineyards

Terroir

- Volcanic soils rich in minerals
- Elevations from 300-1,000 meters
- Mediterranean climate with mountain influences
- Grape Varieties: Nerello Mascalese, Nerello Cappuccio, Carricante

Identity

- Wine, art, and poetry combined
- Premium Etna DOC wines
- Celebrates Sicilian culture and storytelling
- "Born from the volcanic slopes of Mount Etna"



Mission and Positioning Strategy GEORGE

Our Mission

To bottle the soul of Etna, 2,700 years of eruption, survival, and rebirth, and deliver it as a work of art. Every wine is a canvas; every label tells a chapter of the volcano's living story.

Core belief:

"Wine is not just a drink — it is a historical artifact you can taste."

Positioning

- **Ultra-premium fine wine** for collectors and connoisseurs
- **Artisan bottle** as the centrepiece each release a limited art edition
- **Scarcity model**: limited production preserves exclusivity and price integrity
- **The Burgundy of the volcano** terroir-driven, Cru-classified, irreplaceable

Brand Identity

The bottle is not packaging, it is the first artwork. Each release features volcanic-inspired label art commissioned from Sicilian artists, celebrating Etna's lava flows, contrade, and 2,700 year winemaking legacy.

Rinascere dalle Ceneri

"Reborn from the ashes" - a brand promise as ancient as the volcano itself.

SWOT Analysis Ashlynn

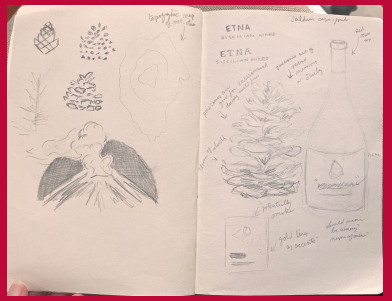
Strengths	Weaknesses	Opportunities	Threats
• Benefits of Volcanic soil • Supports sustainable agriculture • High phenolic content = good for growth	• Red wines drop in popularity • High labor costs	• North American Markets • Increase in Sicilian wine popularity • Young americans value sustainability	• Volcanic eruptions • Microclimates • Short-term damage to crops

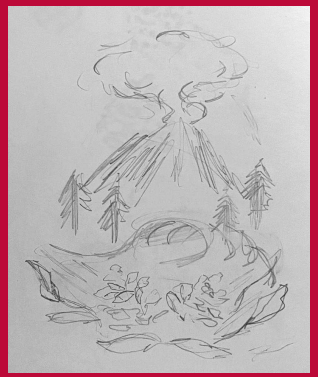
Packaging Decisions and Strategies PAYNE

Brand Identity	Bottle and Closure	Sustainability	Consumer Appeal
• Volcanic inspired label design • Modern, premium aesthetic • Sicilian storytelling	• Lightweight glass bottle • Natural cork closure • Premium wax seal	• Lower transportation emission • Recyclable packaging • Sustainable label production	• Strong shelf presence • Appeal to Sommeliers and importers • QR code winery story

Logo and Label Design for your Wines ASHLYNN

Concept sketches





B&W Red Wine Label Decor



Rinascere dalle Ceneri

Winery Logo





Logo and Label Design for your Wines ASHLYNN





Wine Portfolio Description ALON

Our Two Wines

Etna Rosso DOC

Entry-level wine

GRAPES

90% Nerello Mascalese, 10% Nerello Cappuccio

ABV

14.5%

AGING

12 months in 25-hl barrels

EX-CELLAR PRICE

€9 ($20–30 retail / $50–60 list)

Etna Rosso DOC Riserva

Flagship

GRAPES

90% Nerello Mascalese, 10% Nerello Cappuccio

ABV

14.5%

AGING

4 yrs: 36 mo. French oak, 6 mo. concrete, then bottle

EX-CELLAR PRICE

€26 ($60–80 retail / $130–160 list)

Reborn from the Ashes

Etna hides its secrets well. Year after year, layer upon layer of volcanic ash has buried the slopes, yet there is one secret the mountain could never hide: the secret of the Nerellos. Like two brothers, Nerello Mascalese and Nerello Cappuccio complement each other, one lending structure and elegance, the other warmth and color, together carrying the unmistakable voice of the volcano in every glass.

The wine, like our winery, is reborn from the ashes, rising from fire and stone into its final form within the bottle. Even our seal tells this story: each bottle is dipped in wax to resemble flowing lava, a reminder that the mountain and our wine are one.

From this single root come two expressions.

Etna Rosso DOC is the younger: bright and open, with red cherry, mountain herbs, and the fresh mineral edge of the volcano, the wine in the first chapter of its life.

Etna Rosso DOC Riserva is that same wine grown wiser with time. Aged four years, it becomes an older version of its younger self, with dried cherry, rose, and tobacco, and the deep iron-and-ash character of volcanic earth. In it you can feel the experience, the patience, and the quiet strength of a wine that has waited, and become greater for it.

Market Segment ALON

Who we sell to

IMPORTERS

Italian, terroir-driven specialists who place our wines

SOMMELIERS

Fine-dining restaurants and wine bars reach the guests

RETAILERS

Independent shops with a curious, exploratory clientele

Our ideal consumer

WHERE

New York first, then San Francisco and Los Angeles

WHO

Ages 30–55, high income, spends ~$60–130 on a bottle out

WHAT THEY WANT

Authenticity, terroir, small production, the next discovery

Our wines offer the story of fire and earth.

Distribution Strategy GEORGE

70%+
Production Exported

#1
Market: USA (25% of Exports)

$90+
Target Bottle Price Point

3
Core Distribution Channels

On-Premise First

Fine dining, Michelin-starred restaurants, and sommelier-curated wine lists are our primary stage. The bottle's art tells the story; the sommelier amplifies it. Target: hotels, wine bars, and top-tier restaurants in NYC, London, and Tokyo.

Wine Tourism

The estate as destination. Immersive cellar experiences, vineyard walks on lava fields, and artist collaborations turn visitors into brand ambassadors. QR codes on every bottle link to the volcano's history and the artist behind the label.

Global Export

Curated importer partnerships in the USA, UK, Germany, and Japan. Allocation-based model protects scarcity. Expanding into South Korea and Brazil. Tariff-resilient: consumers at $90+ are brand loyal, not price sensitive.

Sustainability Plan PAYNE

Environmental	Social	Economic	Long Term Vision
• Sustainable Vineyard practices • Water conservation • Lightweight bottle strategy	• Fair labor standards • Local supplier partnerships • Support sicilian communities	• Premium quality focus • Long term profitability • U.S market expansion • Importer relationships	• Protect and draw attention to the Etna region • Preserve winemaking heritage • Support local economy

Promotion Strategy TAYLOR



Core Message

- "Reborn from the Ashes" – resilience, renewal, and Etna heritage
- Communicate history, terroir, sustainability, and identity

Positioning

- Premium, family-owned Etna winery
- Authentic Sicilian wine with volcanic origins
- Boutique alternative to mass-market brands

Marketing Channels

- Social media (Instagram, Facebook, TikTok)
- Winery website and educational content (Wine influencers, sommeliers, and publications)
- Wine festivals, trade shows, tastings, and restaurant partnerships

Key Points

- Unique volcanic terroir
- Sustainable practices and lightweight bottles
- Centuries-old winemaking traditions
- Exclusive, high-quality Etna wines

Thank you

