

FLORIO CREATES THE MARSALA GOURMET EXPERIENCE

TOTALLY NEW COMBINATIONS FOR TRUE WINE&FOOD LOVERS



A new way to appreciate the art of cuisine, a gustatory and multisensory journey offering wine&food aficionados some unique emotions: that's the **Florio Marsala Gourmet** project. Featuring an exquisite trio of wines – **Terre Arse virgin**

marsala, the semi dry **Targa**, and the ultra new **Oltre Cento Superior Marsala** – it pivots on the idea of pairing the iconic Sicilian brand's **most eclectic marsalas** with very particular flavors that are **usually hard to find an accompaniment for**.



Thanks to its distinctive characteristics, Florio marsala is **one of the few products able to go well with certain foods**, heightening the particular **palatability** of the same. This is true in the case of, for example: the intense salinity of **botargo** (roe) and **anchovy**; the soft nutty scents of avocado; and the sharp flavors and bouquets of **aged** and **blue cheeses**.

Adding a **further contemporary flair** to the project is the modern **new graphic design**, the use of gold, copper, silver to highlight the **force of the Lion**, storied signature icon of the Florio brand.

The **Florio Gourmet** project will get showcased through **various in-store**

days where **elegant displays** will present perfect marsala&food combinations. **Complimentary articles for the consumer** will include an explanatory **leaflet** and a gourmet **slate aperitif tray**, while an ideal gift **tri-pack** will contain the three different bottles.

It's an **idea that revolutionizes consumer habits as to marsala**, a great classic among meditation and/or after dinner wines. So making this product the **protagonist of original moments**, all to invent and enjoy. Ergo it's an **experience authentic connoisseurs surely won't want to miss**.



IL RE DEGLI ABBINAMENTI GOURMET.

**OLTRE
CENTO**

SCOPRILO CON:
PASTICCERIA SECCA,
CIOCCOLATO,
FRUTTA ESSICCATA
E PASTICCERIA CREMOSA



FLORIO
1833
IL RE DEI MARSALA