



## **MHUSA Italian Wine Label Cards**

Offered as handouts/takeaways at Point-Of-Sale, tastings and events, these cards — featuring actual size label replicas on the front with brief tasting notes on the back — provide a direct connection between promotion and purchase. Consumers simply match the visual in their hand to the bottle on the shelf. These cards were developed for Moet Hennessy USA's complete collection of Italian wines.

