

# DOPPIO PASSO



BRAND PROFILE



01. INTRODUCTION	PAG. 3
02. THE SUCCESS STORY	PAG. 7
03. STRATEGY	PAG. 12
04. PRODUCT PORTFOLIO	PAG. 18









# OUR ORIGIN

## IT ALL BEGUN WITH A VERY ITALIAN GRAPE: PRIMITIVO

The Apulia region is among the oldest wine growing regions in the world. One of the reasons for its fame is the flavorful primitivo grape.

Elegant, fresh, fruity and ripened under the Apulian sun, these noble grapes formed the basis for the very first Doppio Passo Primitivo.

The Doppio Passo Primitivo owes its balanced character to the fact that the grapes are harvested and fermented on the skins at two different times during the harvest: one part at full grape ripeness, the other as a later harvest.

This results in a soft, full-bodied and exceptionally aromatic wine with flavors of blackberries, cherries and wild berries.

The success story of Primitivo inspired the search for other wines that are equally well suited to everyone's enjoyment: Sicilian Grillo and Moscato are its perfect white match while the Doppio Passo Prosecco DOC is crafted with Glera grapes from the Prosecco hills surrounding Treviso.







# OUR HERITAGE

IT STARTED AS A FAMILY BUSINESS

Family is especially important in Italy, so it is no surprise that the company that invented and created Doppio Passo started as a family business.



- The business was founded in 1928 near Venice by Maria and Carlo Botter and has been promoting Italian excellence and lifestyle through wines, both from the north and the south of Italy, for generations.
- The passion and creativity that goes into producing the Doppio Passo Primitivo has made it extremely popular. With a strong dedication to the craft of wine making and a firm commitment to sustainability as well as close cooperation with high quality wine growers in the most important regions of Italy, Doppio Passo is able to offer great tasting wines all over the world.





# THE JOINT VENTURE

IN 2020 TWO OF THE LARGEST EUROPEAN WINE  
AND SPIRITS COMPANIES JOINED FORCES

## DOPPIO PASSO SRL

**CASA VINICOLA  
BOTTER**  
(NOW PART OF ARGEA)

Argea is the biggest private  
Italian wine group

Commercial success from  
export (97% of the turnover)

Excellence in sourcing  
and production

**ROTKÄPPCHEN-  
MUMM**

Rotkappchen-Mumm  
is the German market leader  
in the wine & spirits category

Yearly Sales of 1,2bio€  
(\$1.3 billion USD) turnover

Passion for brands and  
Consumer driven Marketing

Driver of Doppio Passo  
success in Germany







# 2 ITALY IS AMORE THE SUCCESS STORY





1

Drinking great wine does not have to be complicated quite the opposite! At least that is what we believe to be true of our Doppio Passo Primitivo.

2

Its smooth, full bodied flavor make it a great wine for any occasion, served to accompany a delicious meal or enjoyed on its own.

3

A rich cultural heritage rooted in southern Italy underscore its dedication to consistently high standards in both quality and taste.

# WHAT WE STAND FOR

## DOPPIO PASSO



And that is what Doppio Passo stands for: High quality wines that are approachable and offer a great taste experience for everyone.





# SUCCESS STORY

AN ITALIAN SUCCESS STORY AROUND THE GLOBE

**DOPPIO PASSO  
IS #1 ITALIAN WINE  
BRAND IN EUROPE**  
(28 MILLION BOTTLES  
SOLD IN 2023)



Our vision is to spread the Italian way of life around the world. This is how Doppio Passo has grown steadily over the years and is now available in more than 50 countries worldwide.

Albania, Austria, Belarus, Belgium, Bulgaria, Canada, China, Cyprus, Czech Rep., Denmark, Estonia, Finland, France, Gabon, Germany, Ghana, Greece, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Japan, Kazakhstan, Korea, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mozambique, Netherlands, New Zealand, Norway, Poland, Romania, Russia, Seychelles, Singapore, Slovakia, Spain, Sweden, Taiwan, Thailand, Trinidad&Tobago, UK, Ukraine, USA, Vietnam





# GERMANY

## ITALIAN CHARM WINS OVER THE GERMAN CONSUMER

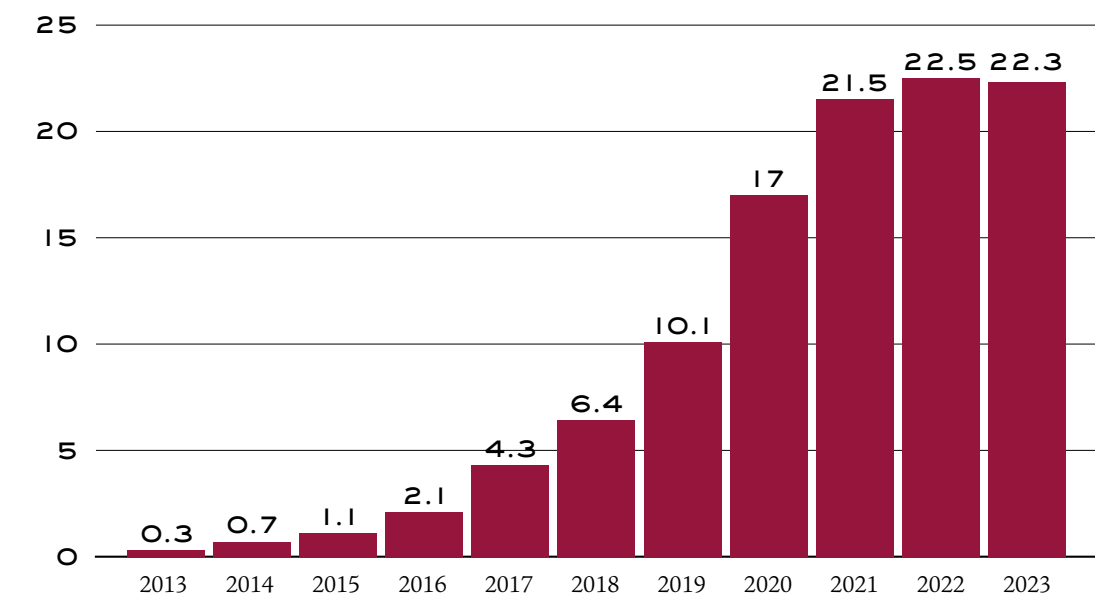
After launching in the Off-Trade channel in 2013, Doppio Passo grew to become the No. 1 Italian wine brand within just 4 years.

After launching in the Off-Trade channel in 2013, Doppio Passo grew to become the No. 1 Italian wine brand within just 4 years. Since then, it has achieved even more impressive milestones that include:

- ✦ Since 2019: **No. 1 wine brand** overall in terms of **value**
- ✦ Over **22,3 Mio.** bottles sold p.a (2023)
- ✦ Top SKU is **Primitivo** (SRP 7,99€), which represents about **60%** of total volume (2023)
- ✦ Latest launch: Rosso and Bianco Alternativa Alcohol free

But not only the total sales in bottles are rising significantly – the brand offers a significant value proposition to distributors and retail both.

### TURNOVER IN GERMAN RETAIL



Source: \*IRI Sell-out Data Geography: LEH >= 200 qm + DM + GAM + C&C nach Geschäftstypen





# EUROPE

MAIN RETAILERS CARRYING  
“DOPPIO PASSO” IN EUROPE\*

Rewe  
Edeka  
Tesco  
Globus  
Kaufland  
Metro/Makro  
Spar  
Ahold

Auchan  
Carrefour  
Bilka  
Fotex  
Netto  
Cactus  
Leclerc  
Rimi

Maxima  
Iki  
Lidl  
Supervalu  
Wellbees  
Eroski



**\*25 MLN  
BOTTLES**

estimated sales in modern  
trade in 2024 in Europe







3

# ITALY IS TASTE STRATEGY







# DIFFERENTIATION

## MY FAVORITE ITALIAN

Doppio Passo embodies the essence of »my favorite italian« like no other italian wine brand



The smooth and full-bodied character of our Primitivo with everyday drinkability make it an absolute go-to wine that suits every occasion. Its down-to-earth personality is rooted in its honest and authentic approach to winemaking, an approach which is responsible for consistent quality at the highest standard.

Its elevated price level reflects just that, indicating reliable craftsmanship while staying accessible to a broad range of on-trade and off-trade customers. A brand that stands out without being loud, that delivers great taste without breaking the bank, that you can just enjoy, without compromise.





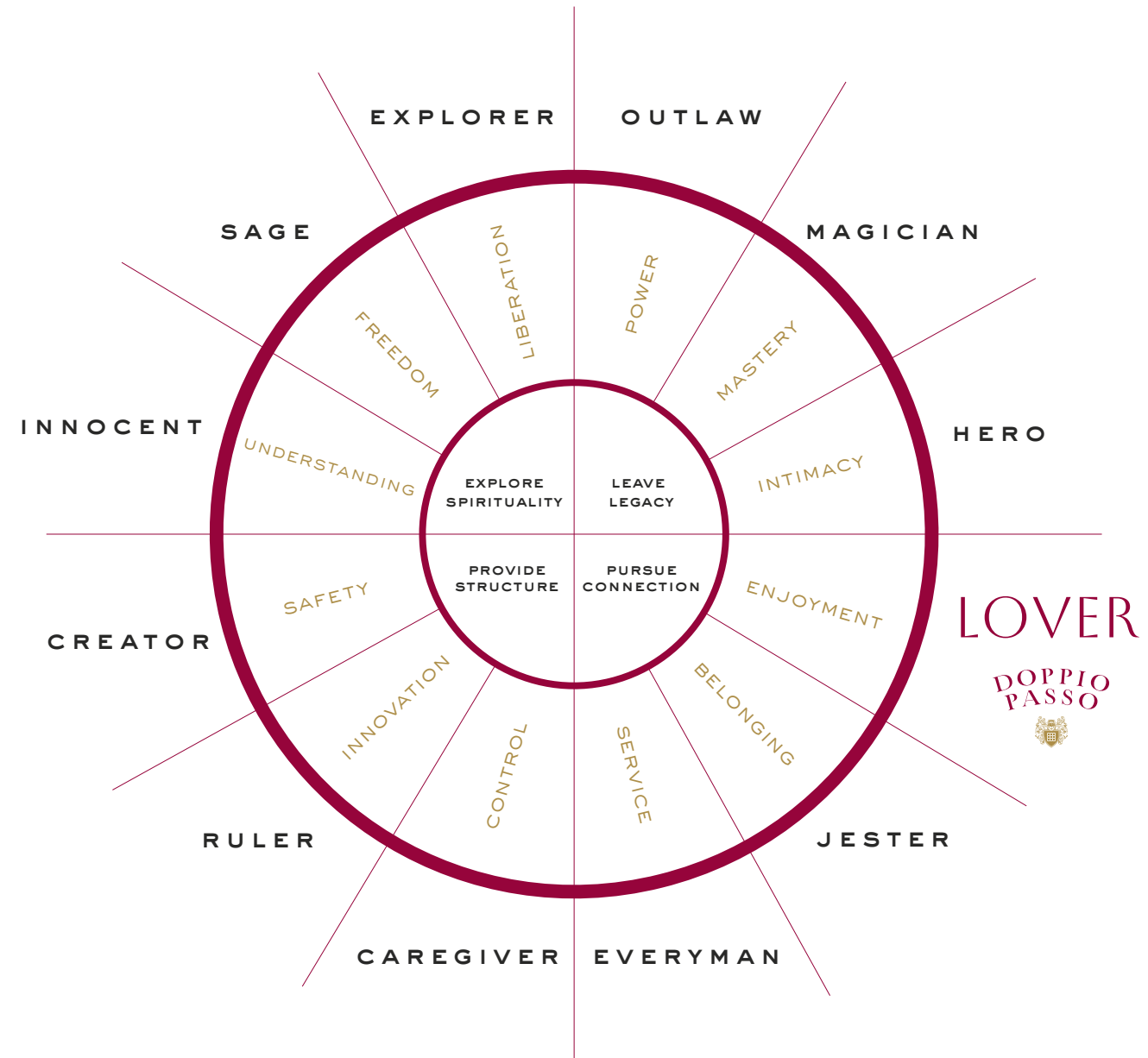
# POSITIONING BY ARCHETYPE

## THE LOVER

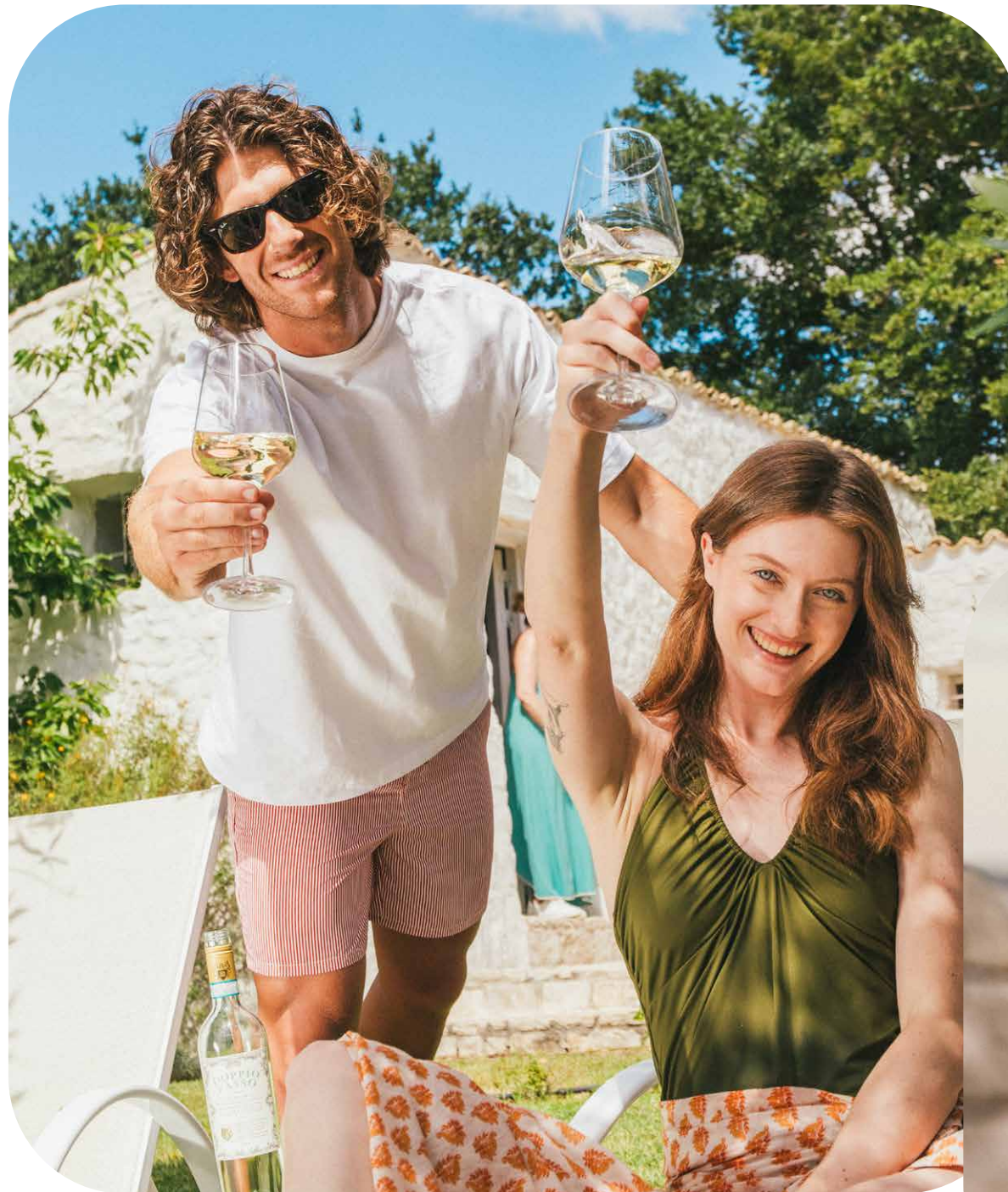
The lover is about creating relationships and evoking emotions

As such it is passionate and represents anything that pleases the senses – beautiful things, indulgent foods & drinks, enticing scents. Brands that, like Doppio Passo, fall within this typology want to make people feel special and meet their needs. This is achieved by providing premium goods and services that focus on the aesthetics and help customers seem more attractive to others.

Doppio Passo embodies honest yet sophisticated indulgence for any occasion. Its immense appeal doesn't only come down to its attractive design and elegant aesthetic, but above all its full-bodied taste. As THE "favorite Italian", it conveys that certain something extra and turns every moment into a moment of pleasure.







# IF DOPPIO PASSO WERE A PERSON...

...then she would be a loyal friend who inspires with honesty, reliability but also pure joy of life.



She is someone who is considered to be extremely uncomplicated and goes through life with an authentic ease. Due to her positivity & charisma she is always a welcome guest, but at the same time a loyal friend you can rely on day and night. A true bon vivant with high quality standards and an effortless sense of style, who nevertheless remains down to earth and is always good for an insider tip, be it an exotic new restaurant or a charming Airbnb in Tuscany.





# BRAND PYRAMIDE

## DOPPIO PASSO

### CORE

MY FAVORITE  
ITALIAN

### VALUES

DEPENDABLE • INVITING • CLASSY • FULL OF LIFE

### BRAND CHARACTER

THE TRUSTED FRIEND, THAT YOU LIKE TO SPEND TIME WITH,  
WHO RADIATES ITALIAN VITALITY.

### USP

THE FAVORITE WINE/FAVORITE PROSECCO FROM ITALY FOR SHARED MOMENTS  
OF AUTHENTIC ENJOYMENT, THAT ALWAYS DELIVER SOMETHING SPECIAL.

### REASON WHY • REASON TO BELIEVE

PURE ITALIAN: HONEST PRODUCTS, THAT ARE TO EVERYONE'S TASTE/CONSISTENT,  
HIGH PREMIUM QUALITY/ARTISAN LIKE, EASILY RECOGNIZABLE, GROUNDED DESIGN





# TARGET GROUP

## DOPPIO PASSO

### BULLSEYE:

- ♦ Middle class and higher 30-49 year olds
- ♦ Both male and female
- ♦ Educated professionals, ethnically, professionally, and politically diverse
- ♦ Buy wine in bottles regularly
- ♦ Enjoy spending time with family and friends, fine dining (as well as casual burger or pizza nights).

### PSYCHOGRAPHIC BULLSEYE:

- ♦ Familiar adventurers walk into a wine store/ supermarket knowing what they like but open to something new.
- ♦ Enjoy exploring within familiar territory. Love good value for money.
- ♦ Unfussy and not obsessed with impressing but do like to know a bit about the wine they're pouring and do like their choices to be seen as "classy."
- ♦ Don't believe themselves to be experts, but do see themselves as discerning.







# 4 ITALY IS GOOD WINE PRODUCT PORTFOLIO







# CLASSICS

OFF-TRADE



**PRIMITIVO**  
PUGLIA IGT



**PRIMITIVO**  
ROSATO PUGLIA IGT



**GRILLO**  
SICILIA DOC



**MOSCATO**  
SICILIA DOC





# PRIMITIVO

## PUGLIA IGT

Primitivo is the signature wine of Doppio Passo and it has contributed to make it the number. 1 Italian wine brand in Europe. The wine is soft, silky, and exceptionally full-bodied with seducing aromas of blackberries, cherries and forest fruits.

## VINIFICATION

Primitivo grapes benefit from warm climate with plenty of rain as well as long hours of sunshine and soil that contains limestone, clay or sandstone. All of which combined give the grapes strong aromas and appealing structure. The grapes are harvested at two different times: one part when full ripeness is reached, the other as a later harvest. When this two components are blended, the result is a soft, round and exceptionally full-bodied wine with aromas of blackberries, cherries and forest fruits.

## REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Primitivo

**Appelation:** Puglia IGT

**Storage Time:** 4 years if correctly cellared

**Serving Temperature:** 16-18°C

**Alcohol Content:** 13% vol



Deep ruby red colour.



Sweet berries.



Soft, smooth and extraordinary aromatic with aromas of blackberry, cherries and forest fruits. Very well-balanced and full.



Goes well with red meat, mature cheeses, and hearty pastas.





# PRIMITIVO ROSATO

## PUGLIA IGT

The making of Rosato has a long-standing tradition in the Apulian region. Before pressing, the grapes undergo a cold maceration, giving the wine its elegant, pale rosé tint along with an extraordinary aroma. This wine is characterized by a fruity bouquet with a hint of spice and intense aromatic notes of blackberry and red currant.

## VINIFICATION

The must is left on the skins for about 12 hours at controlled temperature. After soft-pressing the must is left to ferment at a controlled temperature between 16/18°C, in stainless steel vats, in order to exalt its freshness and aromatic notes. The wine is then stored at 17-18°C in steel tanks until bottling.

## REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Primitivo

**Appellation:** Puglia IGT

**Storage Time:** 2 years

**Serving Temperature:** 8-10°C

**Alcohol Content:** 12% vol



Elegant rosé colour.



Elegant, yet intense aroma of fruit and sweet bouquet.



Well-balanced on the palate with round and full-bodied structure and aromas of blackberry and red currant.



Ideal with fish, light pasta dishes and delicate charcuterie.





# GRILLO

## SICILIA DOC

The search for the perfect Doppio Passo white wine ended in Sicily: it is here that selected vineyards provide the perfect grapes. The wine is impressively fresh and fruity with balanced aromas of yellow fruits and citrus notes.

## VINIFICATION

The grapes are soft-pressed and the must obtained ferments for 15/20 days at a controlled temperature, 17/18 °C, in steel tanks. The wine is then stored at 18/20 °C in steel tanks until the bottling time.

## REGION

Sicily, “the land of the sun”, is blessed with a Mediterranean climate along the coasts while the inland areas have moderately cold winters and hot summers.



**Grapes:** Grillo

**Appellation:** Sicilia DOC

**Storage Time:** 2 years

**Serving Temperature:** 10-12°C

**Alcohol Content:** 12,5% vol



Subtle straw yellow colour.



Distinctive fruity bouquet.



Full bodied fruit flavours with refreshing, tart undertones.



Goes well with fish, seafood and poultry, as well as with antipasti, salads or vegetarian dishes.





# MOSCATO

## SICILIA DOC

Doppio Passo Moscato owes its fruity and aromatic taste to ripe Moscato grapes, an aromatic grape variety native to Sicily. The grapes are harvested at two different times during the harvest: one part when the grapes are fully ripe, the other part as a late harvest. The result is this particularly fresh white wine, which impresses with its intensive aroma and fine sweetness.

## VINIFICATION

The grapes are soft-pressed and the must obtained ferments for 15/20 days at a controlled temperature, 17/18 °C, in steel tanks. The wine is then stored at 18/20 °C in steel tanks until the bottling time.

## REGION

Sicily, “the land of the sun”, is blessed with a Mediterranean climate along the coasts while the inland areas have moderately cold winters and hot summers.



**Grapes:** Moscato

**Appellation:** Sicilia DOC

**Storage Time:** 2 years

**Serving Temperature:** 8-10°C

**Alcohol Content:** 12,5% vol



Bright yellow with green hue.



Notes of nutmeg and rose petals paired with the exotic scene of lychee and mango.



Full bodied and harmonious, notes of grapefruit and lime on the finish.



Goes well with Asiatic dishes, grilled fish, carpaccio or as an aperitif.





# SPECIAL

OFF-TRADE



**PRIMITIVO DI MANDURIA**  
DOC RISERVA



**APPASSIMENTO**  
PRIMITIVO PUGLIA IGT





# PRIMITIVO DI MANDURIA

## DOC RISERVA

Like our Doppio Passo Primitivo, the Riserva is made from grapes ripened on the vine in Apulian Salento. The wine is aged in barrels over 9 months. This produces an intense ruby-red colour and a smooth, rich fruity bouquet with blackberry and cherry notes.

## VINIFICATION

The destemmed and soft pressed grapes are vinified using the traditional “submerged cap” system, carefully controlled to extract delicate tannins and varietal fruit characteristics. Fermentation and maceration last 12/15 days at a controlled temperature not exceeding 28 ° C. At the end of this step, alcoholic and malolactic fermentation is completed. The wine obtained is aged for 24 months, at least 9 of which in wooden barrels.

## REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Primitivo

**Appellation:** Primitivo di Manduria DOC Riserva

**Storage Time:** 5-6 years

**Serving Temperature:** 18-20°C

**Alcohol Content:** 14,5% vol



Deep red colour tending towards amber with ageing.



Fresh varietal aromas. As time passes it becomes spicier with hints of toast and vanilla coming from the oak.



Varietal characteristics of blackberry, cherries and ripe fruits within a well-balanced structure.



Goes well with mature hard cheeses, roasted pork beef steaks and all game dishes.





# APPASSIMENTO

## ROSSO PUGLIA IGT

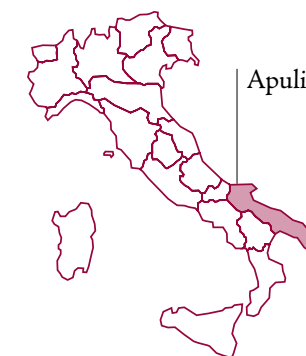
The Doppio Passo Appassimento is made following a special traditional method of wine making where the grapes are left to dry in a controlled manner for some time after the harvest. This concentrates their aroma, their structure and most of all their intensity resulting in an extraordinarily smooth and rich wine.

### VINIFICATION

In the last ten days of September the perfect ripeness of the grapes is reached and winemaking process starts from the vine. During this period 50% of their weight evaporate. This will allow for wines with typical notes of ripe fruits, such as plums and raisins. The hand-picked grapes are pressed and the fermented. The skins are left in contact with the must for a long period to extract flavors. Subsequently the wine is left to complete the malolactic fermentation; this contributes to the peculiar complexity of this wine.

### REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Red blend

**Appellation:** Puglia IGT

**Storage Time:** 4 years if correctly cellared

**Serving Temperature:** 18-20°C

**Alcohol Content:** 14,5% vol



Deep ruby red colour with violet reflections.



Ripe berries and plums with hints of herbs and spices.



Smooth and rich with aromas of ripe red berries, dark chocolate, and dried fruits.



Goes well with roast, grilled meats and hearty stews. Goes well with roast, grilled meats and hearty stews.





# ORGANIC

OFF-TRADE



**PRIMITIVO ORGANIC**  
PUGLIA IGT



**GRILLO ORGANIC**  
SICILIA DOC





# PRIMITIVO ORGANIC

## PUGLIA IGT

The grapes that go into the Organic Doppio Passo Primitivo are grown according to strict organic guidelines and are harvested at two different times. When blended, the result is a soft, silky and exceptionally full-bodied wine with aromas of blackberries, cherries and forest fruits.

## VINIFICATION

Primitivo grapes benefit from warm climate with plenty of rain as well as long hours of sunshine and soil that contains limestone, clay or sandstone. All of which combined give the grapes strong aromas and appealing structure. The grapes are harvested at two different times: one part when full ripeness is reached, the other as a later harvest.

## REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Primitivo

**Appellation:** Puglia IGT

**Storage Time:** 4 years if correctly cellared

**Serving Temperature:** 18-20°C

**Alcohol Content:** 13% vol



Deep ruby red colour.



Sweet berries.



Soft, smooth and extraordinary aromatic with aromas of blackberry, cherries and forest fruits. Very well-balanced and full.



Goes well with red meat, mature cheeses and hearty pastas.





# GRILLO ORGANIC

## SICILIA IGT

Doppio Passo Grillo Organic owes its fresh and fruity taste to ripe Grillo grapes, a fascinating grape variety that Sicily is famous for. The grapes are grown according to strict organic guidelines and give this Bio Grillo D.O.C. mild freshness and a high density of taste.

## VINIFICATION

The grapes are soft-pressed and the must obtained ferments for 15/20 days at a controlled temperature, 17/18 °C, in steel tanks. The wine is then stored at 18/20 °C in steel tanks until the bottling time.

## REGION

Sicily, “the land of the sun”, is blessed with a Mediterranean climate along the coasts while the inland areas have moderately cold winters and hot summers.



**Grapes:** Grillo

**Appellation:** Sicilia DOC

**Storage Time:** 2 years

**Serving Temperature:** 8-10°C

**Alcohol Content:** 12,5% vol



Bright yellow with light green tones.



Ripe melon, hints of gooseberry rounded off with fresh mint.



Yellow fruit aromas of apricot and mango balanced with invigorating citrus notes, harmonious.



Ideal with fish, seafood, white meat and antipasti, as well as salads.





# ALCOHOL-FREE

OFF-TRADE



**ROSSO  
ALTERNATIVA**  
ALCOHOL-FREE



**BIANCO  
ALTERNATIVA**  
ALCOHOL-FREE



**SPUMANTE  
ALTERNATIVA**  
ALCOHOL-FREE





# ROSSO ALTERNATIVA

## ALCOHOL-FREE

Doppio Passo Rosso Alternativa convinces as a full-bodied alcohol-free alternative and impresses with its ruby-red colour and intense aromas of blackberries, ripe cherries and blueberries. Here, Italian temperament and the typical character of Southern Italian red grapes are combined for carefree drinking pleasure.

## VINIFICATION

The innovative method that we use for dealcoholization is called “spinning cone columns”. It involves a unique process that allows for the removal of alcohol from wine while preserving its flavor and aroma compounds. Overall, this technique offers a sophisticated and efficient approach to dealcoholizing wine, allowing to produce alcohol-free wines without compromising on taste and quality.

## REGION

Apulia enjoys a warm and temperate climate, with significant rainfall all year round. During the summer the African winds cause rapid and marked rise of the thermometer and high temperature variation.



**Grapes:** Apulian red variety

**Region:** Puglia

**Serving Temperature:** 14-16°C

**Alcohol Content:** 0,45% vol



Bright ruby red with violet undertones.



Ripe black berries, juicy cherries, figs, herbs.



Mouth-filling and harmonious blackberries, cherries and cassis notes along with a hint of herbs.



An all-rounder, great with for salads, wild poultry, roast beef, BBQ or mature cheese.





# BIANCO ALTERNATIVA

## ALCOHOL-FREE

Doppio Passo Bianco Alternativa is a vibrant and round alcohol-free alternative featuring aromas of tropical fruits and notes of sun ripened white grapes. Southern Italian elegance and fresh aromatic character are combined with carefree drinking pleasure.

## VINIFICATION

The innovative method that we use for dealcoholization is called “spinning cone columns”. It involves a unique process that allows for the removal of alcohol from wine while preserving its flavor and aroma compounds. Overall, this technique offers a sophisticated and efficient approach to dealcoholizing wine, allowing to produce alcohol-free wines without compromising on taste and quality.

## REGION

Sicily, “the land of the sun”, is blessed with a Mediterranean climate along the coasts while the inland areas have moderately cold winters and hot summers.



**Grapes:** Southern Italian white variety

**Serving Temperature:** 10-12°C

**Alcohol Content:** 0,45% vol



Bright lemon with green reflections.



Inviting aromas of exotic fruits such as lychee and pineapple, tangerine and subtle floral aromas.



Appealing fruity character and a fresh mouthfeel.



Seafood and white fish, spicy Asian cuisine and mild cheeses.





# ITALIAN SPARKLING ALTERNATIVA

Doppio Passo Italian Sparkling Alternativa is a crisp and refreshing non-alcoholic alternative with fruity flavors of ripe apple and citrus. The perfect combination of an authentic Italian flavor and carefree drinking pleasure.

## VINIFICATION

Following the vinification of Glera grapes the wine undergo a gentle process based on vacuum distillation. The partial vacuum lowers the temperature required to separate the alcohol, water and aromas to around 30°C. This short warming process allow the fruity aromas of the Glera grapes to be preserved and separated from the alcohol with the utmost purity - resulting in a product with 0.0% alcohol content.

## REGION

Veneto is home of the very famous Prosecco, produced on the hillsides of the first slopes of the Dolomite mountains, in the north of the Province of Treviso. The location ensures a temperate climate with constant ventilation and frequent summer rainfall.



Grapes: Glera

Serving Temperature: 6-8°C

Alcohol Content: 0,0% vol



Bright lemon with green reflections.



Fresh notes of citrus fruits, delicate fruity notes of apples and pears with a hint of flower's blossoms.



Harmonious notes of yellow fruit with a pleasant balance of sweetness and acidity, impressive fine bubbles.



As an aperitif, with fresh pasta with seafood or fish and as an accompaniment to fruity desserts.





# SPARKLING

OFF-TRADE



**PROSECCO**  
DOC





# PROSECCO DOC

The Doppio Passo Prosecco DOC enjoys a gentle second fermentation process at controlled temperatures resulting in a subtle colouration and the fine and delicate perlage. The process unlocks a mild but long-lasting fruity aroma with nuances of apples, pears and citrus notes.

## VINIFICATION

Off the skins at a controlled temperature of 18 °C for around 8 days. Slow second refermentation in large sealed vats at 14 - 15 °C.

## REGION

Veneto is home of the very famous Prosecco, produced on the hillsides of the first slopes of the Dolomite mountains, in the north of the Province of Treviso. The location ensures a temperate climate with constant ventilation and frequent summer rainfall.



**Grapes:** Glera

**Appellation:** Prosecco DOC

**Storage Time:** 1-2 years

**Serving Temperature:** 5-7°C

**Alcohol Content:** 11% vol



Pale straw colour.



Mild yet long-lasting fruit aromas of ripe apples, pears and lemon.



Delicate and fresh with a well-rounded body. Harmonious, with longevity and a predominance of fruit notes.



Perfect as an aperitif, it goes well with hors d'oeuvres and light first courses.



DOPPIO  
PASSO



AMORE VINO

[DOPPIOPASSO.COM](http://DOPPIOPASSO.COM)