

Dalla Terra (*of the earth* in Italian) Winery Direct is the national agent of a curated portfolio of some of Italy's finest wines. Dalla Terra Winery Direct provides all the services of a traditional national importer in the most transparent and cost-effective manner. The Winery Direct model is economical and consumer friendly, putting high-quality wines on American wine lovers' tables at affordable prices. This efficient method of representing and marketing wine, which by-passes the high mark-ups of the traditional national importer in the three-tier system, allows our distributors to buy directly (Winery Direct) from the winery. This allows our wines to cost less than those of comparable quality.

Our model is fully aligned with our producers' and distributors' objectives, unlike the traditional model, thus insuring harmony and longevity in our relationships.

DALLA TERRA **WINERY DIRECT®**

DALLA TERRA



TRADITIONAL MODEL

