



FASHION
WEEK

03
9-14
2018





EXCLUSIVE WINE POURED



DATA CAPTURE / CONTEST ENTRY



SIDE BY SIDE TASTE CHALLENGE



SPONSORSHIP RECOGNITION



CAMPAIGN SIGNAGE





RAVE REVIEWS

Toronto Men's and Women's Fashion Week are the most important and influential platform for menswear designers and women's fashion brands in Canada.

Gabbiano Chianti Classico was the exclusive wines poured at the six day runway shows. Guests had the privilege of experiencing the best of Tuscany Side by Side, and entered for a chance to WIN the Ultimate Tuscan Adventure Contest.

RESULTS: 372 Total Entries, 63% of consumers never tried Gabbiano before the event, 86% preferred Gabbiano over Ruffino and 97% indicated they would purchase Gabbiano in the future.

The main event bars featured Gabbiano Chianti Classico during the festival, which SOLD OUT multiple times throughout the week!





"I've never heard of this wine, I'm for sure going to buy it!"



"I like Pinot Noir, but this has a lovely finish."



"I like the aroma, it makes it pleasant during a meal."



"This is a wine I could easily enjoy all night!"



"This Gabbiano has a great aftertaste."



TUSCANY UNTOLD

Take the Tuscan Side by Side
Take the Challenge for your chance to win
The Ultimate Tuscan Award
GABBIANO



3,728

GLASSES POURED

86%

*CHOOSE GABBIANO
OVER RUFFINO*

97%

PURCHASE INTENT

372

CONTEST ENTRIES

INCREDIBLE RESULTS