

Title: Navarro Correas Sizzle Video
Version: v3

Visuals	Audio
<p>Start with montage of photos/video on Argentina before speaking begins (the one you already created is good) Photos/video that could accompany these facts; Argentinian flag, etc.</p>	<p>Argentina is known for its passion: soccer, tango, and, of course, for its wine.</p>
<p>Navarro Correas logo or sign</p>	<p>Not only is Argentina the fifth largest wine producer in the world, well known for its Malbec, it is also the second fastest-growing wine import country for the United States: a hot category.</p> <p>Slight pause with visuals</p>
<p>beauty bottle shots, especially Malbec – do not show vintages (years); Diageo logo</p>	<p>Navarro Correas is one of the leading Argentinian brands imported into the United States, recently becoming a part of the Diageo Chateau & Estate Wines portfolio for marketing and distribution. Diageo is happy to introduce a brand that is a world renowned and award-winning Malbec producer.</p>
<p>Vineyards</p>	<p>Slight pause with visuals</p>
<p>Argentina map: first full shot of country, then zooming in to Mendoza area; footage of Mendoza, beautiful landscapes and Andes mountains</p>	<p>Most of our wines are grown in the famed Mendoza region. With its warm climate, low rainfall and wide temperature swings, Mendoza’s high elevations make it the most unique growing region in the world. The high altitude and the climate result in wines with more concentrated flavor and density of structure.</p>
<p>beauty shots/footage</p>	<p>Slight pause with visuals</p>
<p>Same footage you already used when Maria said this (wine being</p>	<p>To define Navarro Correas, you only need three words: Tradition, Prestige</p>

poured in glass, etc.)

bottle shots; panning of labels on bottles, zooming in to show varietal names, omitting vintages, footage of winemaker

bottle shots; panning of labels on bottles, zooming in to show varietal names, omitting vintages, footage of winemaker, vineyards

bottle shot; panning of label on bottle, zooming in, omitting vintage; vineyards, footage of winemaker

beauty winery still shots and footage tasting room, VIP room, wine bar; Diageo & Navarro Correas logos, more beautiful landscapes, beauty wine shots, people drinking wine, for a closing montage; footage of people toasting

and Elegance.

The Colección Privada tier is the heart of Navarro Correas comprising six wines, which showcase robust fruit, balanced by crisp acidity. Using prime growing regions in Mendoza, the winemaker strives to preserve varietal identities.

Alegoría includes two wines, made from the finest vine-growing regions and passionate people, resulting, of course, in exceptional wines. You can taste the unique terroir of Mendoza in our Alegoría Wines.

ULTRA is a limited edition wine using the best grapes of each harvest. Our winemaker combines Cabernet Sauvignon, Malbec and Merlot to produce a stunning proprietary red wine.. In any given year if the quality of the fruit is not exceptional, the winery will skip that vintage. Our goal is to create the best out of each harvest, or don't create it at all!

Slight pause with visuals

With the extraordinary reputation of both Diageo and Navarro Correas, we are confident we can together catapult the brand in the United States. Navarro Correas makes award-winning, high-quality, exquisite wines led by its flagship varietal, Malbec. Tradition, prestige and elegance are values that define the soul of Navarro Correas and its wines. Salud!