



CANTINA PUPO

LOVE SONG IN A BOTTLE





NEW WINE OF PUPO

Beloved Italian artist unveils his
passion project:
Cantina Pupo — a collection of wines
created as a tribute to love



2025 marked a milestone in the life of Enzo Ghinazzi —
known to millions as Pupo:

- 70th anniversary
- 50th years on stage
- Birth of Cantina Pupo

"Because every woman who ever loved me gave me a story — and I turned it into a song, into an emotion. Emotions that today live again in "Cantina Pupo". Created to toast to love".



BRAND MANIFESTO

Cantina Pupo is a love song in a bottle.
Created by the man who always sang about love —
who loved fiercely, who fell and rose again,
who lived fully and never gave up on the feeling that
shaped his life.
A wine born to honor every woman who ever held his
heart.
Cantina Pupo is not a brand. It's a tribute.
A confession. A bouquet of sweetness and soul.
Wine for the women who believe in love —
and who never stopped.
Because love deserves a toast!



TARGET AUDIENCE



Two Core Groups:

Generation 45+ who grew up with Pupo and enjoy nostalgic, emotionally resonant products. Younger consumers (20–30 y.o.) who love retroaesthetics, karaoke, and approachable sparkling wines.

Shared Traits:

Both seek authenticity, lightness, and emotional storytelling over elitist wine culture.

MEMORIES TO TASTE

Nostalgic postcards of romantic Italy evoking timeless beauty, travel, and emotion.

Authentic and deeply personal each design reflects Pupo's songs, memories, and love stories.

Elegant yet approachable blending vintage charm with a modern look that stands out on shelf and feels collectible.



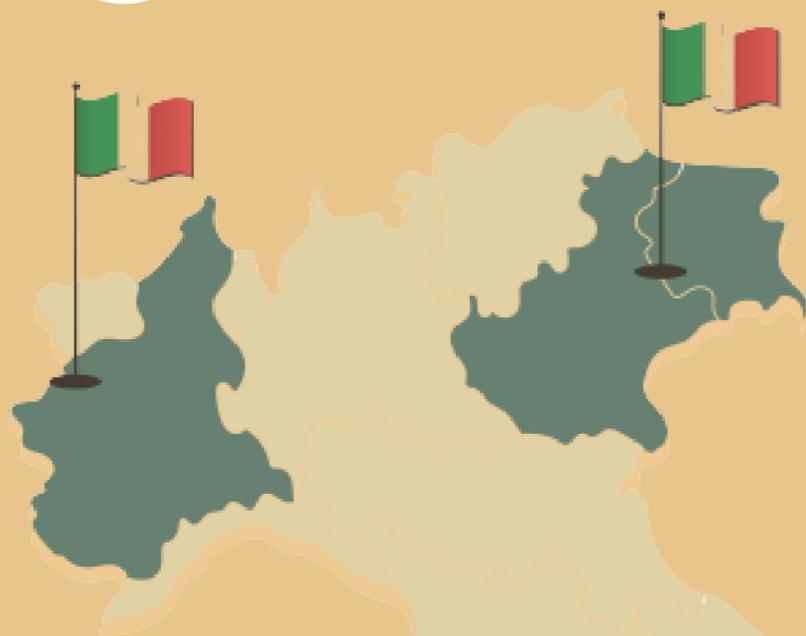
THE WINES



8,5% ABV – 60gr Sugar

Innamorata – Asti DOCG Dolce

The innovative heart of Cantina Pupo. Dolce but not sugary – with 30% less sugar than the category average, it offers a lighter, fresher, more modern take on Asti, while preserving its romance and sweetness.



11% ABV – 14gr Sugar

Su di Noi – Prosecco DOC Extra Dry

Bright, joyful, and celebratory. A Prosecco made to toast the moments of love, friendship. Its gentle bubbles are born from a slow, temperature-controlled fermentation – fine, elegant, and persistent, they caress rather than burst, turning every sip into a soft celebration.





RELEVANCE

Nostalgia Appeal: Pupo's 80s hits are part of collective memory, now rediscovered by younger fans on YouTube and TikTok.

Authenticity: More than wine — Cantina Pupo embodies Italian craftsmanship and true cultural storytelling.

Wine Culture: Builds on the popularity of sparkling wines, offering a fresh twist that's premium yet approachable.

Italian Influence: Italian lifestyle remains aspirational; Cantina Pupo makes it accessible with an affordable, exclusive experience.

BECAUSE
LOVE
DESERVES
A TOAST!

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CANTINA PUPO

