



# PROVOCATIVO

PRODUCTO CAVA BRUT DE ESPAÑA

PROVOCATIVO IS A LARGER THAN LIFE CELEBRATORY SPARKLING BRUT, WRAPPED IN LUXURY.



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



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## Our Product



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# THE BUBBLES



## The Perfect Pairing of Quality & Style

Blended and bottled in the heart of Cava country, located in Vilafranca del Penedès, Spain, Provocativo is a magnum-only sparkling wine made using the traditional champagne method. This method takes selected Macabeo, Xarello and Parellada grapes through a second fermentation that happens within the bottle. The result? The perfect pairing of quality and elegance.



### The Mission:

To build a global sparkling brut brand that competes with the biggest champagne brands in the world and places Provocativo on the map as a premiere choice for luxury celebrations. Available in retail and food service locations worldwide.





## Magnum 1.5L

In Market Now

The larger bottle means higher quality bubbles and better ageing in the bottle. The result is elegance and quality. Comes in a case of 4.

- IN STORES NOW -



## Standard 750ml

July 2022

The standard size bottle for any occasion, making them the perfect size for more than one person. Comes in a case of 8.

- COMING SOON -



# Provocativo Lineup



## Split 187ml

July 2022

Splits are convenient and portable for any occasion, making them the perfect party favor, welcome gift, or portioned serving where a large bottle is not practical.

- COMING SOON -



# VIDEOS



## Video Showcase

[provocativo.com/video](https://provocativo.com/video)



Kiki On The River Miami



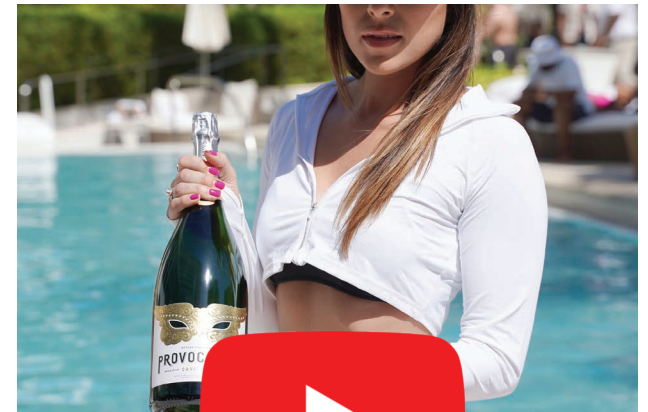
SLS Miami Pool Party



Palma Superyacht Cup in Spain



Monaco Formula 1



Fontainebleau Miami Beach



# Award-Winning Design And Flavor



## Provocativo pops in Las Vegas for the 2021 PR%F Awards!

Competitions are powered by Food and Beverage Magazine (14 million + readers monthly).

100 Points Century Award Winner  
Marketing and Branding

Double Gold  
Flavor Profile and Quality

The PR%F Awards is the largest spirits competition in the world, and with over 470 entries last year, the competition continues to be tough.

The PR%F Awards' Double-Blind Tasting Competition and The Total Package Competition are powered by Food and Beverage Magazine (now with 14 million + readers monthly, credited by Alexa Rating System), Delta Sky Club® and The NEAT Glass. The competition is unique in that every single judge is a buyer. Meaning that each of the judges, hailing from across the United States, have the power of purchasing the competing brands.

The judges want to experience what's out there. They are looking for the best emerging brands, new varieties and special spirits and beverages that might have a unique twist.

*In 2021, Provocativo Won The Following Awards:*

'Century Club' for Branding and Marketing. 'Century Club' is the highest award given, and the winner must be unanimously decided on by the 70 judges. With just one dissenting opinion, the award is not earned. Only two of these awards were given in 2021.

'Double Gold' for the high-quality and approachable flavor profile. This award is just one step below 'Century Club'.



Pr%f Awards 2021  
Las Vegas

[proofawards.com](http://proofawards.com)





# A PRODUCT WITH REACH



## Provocativo Is Global

Provocativo is active on a global scale. Our activation team is jet-set, well-connected, and perpetually seeking out international hot-spot opportunities to showcase our product in premier venues around the world.

### NORWAY

Provocativo chills at FYR in Oslo



### MONACO

Provocativo revs up at Monaco Grand Prix



### USA

Provocativo pops poolside at the Fontainebleau Miami



### SPAIN

Provocativo sets sail at Club Nautico for Palma Superyacht





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# Our Market & Premiere Activations



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## Primary Demographic

Men / Women 25-44

- Upper Income Brackets (5-10%)
  - Living Life To Its Fullest
  - Luxury Goods Sector
- Travel & Experience Seekers







# NYE 2022

Provocativo kicks off multiple venues across the USA for NYE 2022!

Generating trial, brand awareness, and demand through event activations





# Fontainebleau - Miami

Provocativo parties poolside at Glow Bar (video) and inside the Bleau Bar with Miami elite tastemakers.



Watch The Activation Video

<https://provocativo.com/wp-content/uploads/2021/09/Provocativo-@-Fontainebleau.mp4>



Generating trial, brand awareness, and demand through event activations





# SLS - South Beach

Provocativo rocks a wild party at SLS South Beach with bottles popping all day.



Generating trial, brand awareness, and demand through event activations

## ENJOYED INTERNATIONALLY



Provocativo has market distribution in Norway, the UK, the United States, Duty-Free China, and we are growing a solid footprint in the EU.







**PROVOCATIVO**  
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Celebrity Influencers / Brand Ambassadors



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# BRAND AMBASSADOR



# BRIANA CARDONE

UNITED STATES

“My focus is to showcase the luxury, fun, and adventure that Provocativo embodies to the world! As a wine maker and model, I have the unique opportunity to represent how I feel about what’s in the bottle, through the lens. It truly is the perfect pairing!”



Winemaker and chef Briana Cardone (Chicago) has joined the team of Provocativo, as a brand ambassador and influencer.



# BRAND AMBASSADOR



## DJ IRIE

UNITED STATES

“When I saw Provocativo’s goal of becoming a high-end bar staple in clubs and lounges around the world, it didn’t take much convincing to know that I should be a part of the Provocativo family. Between the taste, its packaging, the messaging, and the team, I know that this brand has what it takes to be successful and to become that high-end bar staple. I am truly excited to utilize my experience in the nightlife industry and the contacts that I have built to take this brand to the next level. As I’ve heard you like to say, let’s get the party started!”



DJ Irie (Miami) has joined the Provocativo team as an influencer and celebrity.





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