

**BUBBS**  
**FUN.**  
**FOXY.**  
**COSMIC.**

**DOUBLE RAINBOWS**  
**+ SPRING ROLLS**



**SAUV**  
**LIVELY.**  
**ZESTY.**  
**CHILL.**

**SKINNY DIPPING**  
**+ CORNDOGS**



## THE RUN DOWN

### OFF PREMISE & 375ML CANS:

The 375ML canned wine market is the fastest growing segment (+303% in 2018) because of retail applications.

### SINGLE UNIT SALES

2 Cans = 1 Bottle, and single sell ability allows for a much lower shelf price.

### SHELF APPEAL

Bright colors, photogenic packaging & engaging graphics.

### MERCHANDISING & POSITIONING

Grab'n go cold box, countertop impulse buys, and glider rack for increased SKU presence.

### 12-PACK CASE

Built-in countertop display and lower cost of entry.

### 12-MONTH SHELF LIFE

Airtight and lightproof without expiration worry.

### LINE PRICED

All five varietals for mix'n'match opportunities.

### IN-STORE TASTINGS

Experiential marketing creating pull-through with quality wine and convenience allure.



**CHARD**  
**CRISP.**  
**SPUNKY.**  
**CLASSY.**

**ROOFTOP PARTIES**  
**+ FRIED CHICKEN**



**RED**  
**BOLD.**  
**SMOOTH.**  
**LUSH.**

**CAMPFIRE STORIES**  
**+ STREET TACOS**

**ROSÉ**  
**BRIGHT.**  
**FRESH.**  
**PLAYFUL.**

**80'S PUNK ROCK**  
**+ A SLICE**



**3-TIER**  
**GLIDER**



**12 PACK**  
**COUNTER**  
**TOP DISPLAY**

