



Harken Launch Slides

June 5, 2015

Travel back in time to meet Harken Chardonnay

We created Harken Chardonnay because we missed that rich, oaky taste of Chardonnays gone by. At some point, someone decided that those great toasty notes and buttery finish went out of style. We think that's crazy. So we brought it back.



Honoring the days when things were done right—including the art of winemaking

H A R K E N

**BARREL FERMENTED
CHARDONNAY**



Target Consumer

Attitudinal Target

Confident and comfortable in their own skin. These are working moms, dads, husbands, wives that are happy with where they are in life and want to keep the ride going. Warm souls that enjoy the simple things in life including quality time with loved ones (family and friends) and life's simple pleasures. This person is confident in what they like but open to trying new things; including new wines.

Demographics

- M/F age 21-54
- Target Price Point: \$10-\$15
- Consumes wine at least once a week

Consumer media consumption

- Social Media Adopters
 - 80% use Facebook
 - Only 9% do not use social media
 - 76% own smartphones
 - 24% use wine apps



HARKEN

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Fact Sheet

Vintage	2014
Appellation	California
Alcohol	14.4%
TA	0.61
pH	3.60
RS	0.32 %
Cases Produced	5,000
Release	July 2015
Winemaking	100% barrel fermented, 100 % malolactic, 7 months in 80% American/20% French oak
Taste Profile	Classic profile of tropical fruit and Bosc pear alongside warm oak aromatics. Palate suggests crème brûlée and buttered toast, and finishes with fresh acidity.
Pairing	Cantaloupe with prosciutto, seared white fish over herbed farro

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New Product Specifications

Suggested Retail Price	<i>\$14.99 / \$12.99 everyday / feature</i>
By the bottle/glass	<i>\$34 / \$9</i>
UPC	<i>8-47159-00181-2</i>
SCC	<i>10847159001819</i>
Size per case	<i>750ml / 12</i>
Case Dimensions (L x W x H)	<i>14.5" x 11" x 12"</i>
Case Weight	<i>38.5 lbs.</i>
Pallet Pattern	<i>11 x 5 = 55cs 11cs/layer, 5 layers/pallet, 55cs/pallet</i>
Pallet Size	<i>40" x 48"</i>