

THE CAMELOT DRINKER

A lover of home cooked family meals and laid back dinner parties, the Camelot drinker aims to enjoy and share quality flavor without the premium price tag. A hardworking professional or busy parent, this "everyday Joe" appreciates the peace of mind that comes along with choosing a wine with noble dependability across a full range of varietal offerings. At the dinner table, the Camelot drinker always feels like a king or queen.

- Dependability of Flavor:** Will not compromise on taste
- Loves a Good Deal:** Values quality wine priced under \$10
- Notices Accolades:** Heeds advice from third party endorsements

DEMOGRAPHICS

- 35+ year old regular wine buyers
- Values multiple varietal offerings at a value
- 60% female, 40% male

CAMELOT BRAND STORY

Like the noble, dependable Knights of the Round Table, Camelot wines always come through with high quality flavor at a sensible price. With a range of varietals, this reliable non-vintage wine is always the crown jewel of any meal. Whether enjoying a family feast or savoring a quiet moment surveying your kingdom, Camelot promises to make everyday moments legendary.

IS / IS NOT

Camelot Is: Dependable, Acclaimed, Loyal, Rich
Camelot Is Not: Quirky, Trendy, Complex

WORDS WE LIVE BY

Noble Wines, Everyday Price

WINEMAKING APPROACH

At Camelot we combine state-of-the-art technology with Old World artisan winemaking techniques to craft premium wines that consistently over-deliver on quality. Oak is used to accent, rather than dominate the fresh, lively fruit that is the hallmark of Camelot wines. We know California's viticultural regions inside and out, from the Central Coast, with its alluvial soils and marine-influenced microclimates, to the warm, hilly expanses of the historic Sierra Foothills Gold Country, and we have built relationships with wine growers that have stood the test of time. We have worked with growers in these areas for a generation, and have selected each region for its best grape varieties. We then source fruit from outstanding vineyards in each appellation to craft wines that consistently over-deliver on quality.

KEY SELLING POINTS

- Established in 1993, Camelot has earned a reputation for consistent quality & taste
- Loyal consumer following with over 2.5 Million cases sold
- Over 500 medals from major wine competitions

AWARDS & ACCOLADES

CHARDONNAY
 Silver Medal, SF Chronicle Wine Competition

PINOT NOIR
 Silver Medal, San Joaquin Valley Winegrowers Association Wine Competition

CABERNET SAUVIGNON
 Silver Medal, Dallas Morning News Wine Competition

MERLOT
 86 Pts, California State Wine Fair Competition



CAMELOT BRAND PORTFOLIO

BENCHMARK SET

CAMELOT ITEM	PRIMARY	SECONDARY	TERTIARY
Cabernet Sauvignon	Barefoot Cabernet Sauvignon	Cupcake Cabernet Sauvignon	RMPS Cabernet Sauvignon
Chardonnay	Barefoot Chardonnay	Cupcake Chardonnay	RMPS Chardonnay
Merlot	Barefoot Merlot	McMannis Merlot	Cupcake Merlot
Pinot Grigio	Barefoot Pinot Grigio	Yellowtail Pinot Grigio	Fetzer Pinot Grigio

SUGGESTED PRICING GUIDELINES

FORMAT	WHITE TAG	EVERYDAY	TPR	AD/PLANNER/DEEP	AVG BTG
750mL	\$10.99	\$6.99	\$5.99	\$4.99	\$4.50
1.5L	\$16.99	\$12.99	\$10.99	\$8.99	\$4.50

750mL DISPLAY STANDARDS

PRIORITY	DISPLAY	VARIETAL
1	25%	Chardonnay
2	20%	Cabernet Sauvignon
3	20%	Pinot Noir
4	15%	Merlot
5	10%	Pinot Grigio
6	5%	Red Blend
7	5%	Moscato

1.5L DISPLAY STANDARDS

PRIORITY	DISPLAY	VARIETAL
1	30%	Cabernet Sauvignon
2	25%	Chardonnay
3	25%	Merlot
4	20%	Pinot Grigio

PRODUCT SPECS

Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Cabernet Sauvignon	750 mL	12	13.0%	7-84799-00102-7	12 x 9 x 12	32 lbs	1 07 84799 00102 4	14 x 4	56
Chardonnay	750 mL	12	13.0%	7-84799-00104-1	12 x 10 x 13.25	34 lbs	1 07 84799 00104 8	14 x 4	56
Merlot	750 mL	12	13.0%	7-84799-00179-6	12 x 9 x 12	32 lbs	1 07 84799 00179 6	14 x 4	56
Pinot Grigio	750 mL	12	13.0%	7-84799-00191-1	12 x 9 x 12	32 lbs	1 07 84799 00191 8	14 x 4	56
Pinot Noir	750 mL	12	13.0%	7-84799-00191-1	12 x 10 x 13.25	34 lbs	1 07 84799 00175 8	14 x 4	56
Moscato	750 mL	12	11.0%	7-84799-00011-2	12 x 9 x 12	32 lbs	1 07 84799 00191 8	14 x 4	56
Red Blend	750 mL	12	12.5%	7-84799-00179-9	12 x 9 x 12	32 lbs	1 07 84799 00179 6	14 x 4	56
Cabernet Sauvignon	1.5 mL	6	13.0%	7-847990-0004-4	13 x 8.125 x 12.1875	36 lbs	1 07 84799 00004 1	14 x 4	56
Chardonnay	1.5 mL	6	13.0%	7-847990-0005-1	13 x 8.125 x 12.1875	36 lbs	1 07 84799 00005 8	14 x 4	56
Merlot	1.5 mL	6	13.0%	7-847990-0006-8	13 x 8.125 x 12.1875	36 lbs	1 07 84799 00006 5	14 x 4	56
Pinot Grigio	1.5 mL	6	13.0%	7-847990-0007-5	13 x 8.125 x 12.1875	36 lbs	1 07 84799 00007 2	14 x 4	56

Varietal	CABERNET SAUVIGNON	CHARDONNAY	MERLOT	PINOT GRIGIO	PINOT NOIR	MOSCATO	RED BLEND
Vineyards	North Valley	Lodi, Madera	Lodi	Lodi	Lodi	California	Madera
Winemaking	Stainless steel fermentation; 8 months in French and American Oak	Stainless steel fermentation; sur lie aging in French and American Oak	Stainless steel fermentation; 8 months in French and American Oak	Stainless steel fermentation; no oak aging	Stainless steel fermentation; 7 months in French and American Oak	Stainless steel fermentation; minimal aging	Stainless steel fermentation; 6 months in French and American Oak
Taste Profile	Complex black fruit, juniper and tobacco-leaf aromas with sumptuous black cherry and blackberry flavors.	Lustrous golden color with creamy apple and pine-apple aromas, and lush, mouth-filling, citrus and tropical flavors.	Deep violet hue, enchanting black cherry, plum and rose petal aromas and soft, luscious flavors.	Light golden color with honeysuckle and citrus fruit aromas and fresh, lively, lemon/lime, tropical & peach flavors.	Fragrant strawberry, raspberry and spiced plum aromas with silky, pleasingly earthy, berry and spice flavors.	Pale lemon hue, vibrant aromatics of jasmine & peach nectar, intense floral and grapey flavors; sweetness balanced by bright acidity.	Ruby hue, fresh herbs and blackberry aromas with flavors of dark fruit and a firm yet juicy texture and off-dry finish.