

Day Owl ROSÉ



BRAND EXPERIENCE

THE DAY OWL DRINKER

With an unquenchable lust for life, the Day Owl drinker craves experiences worth Instagramming to friends and followers. Independent, curious, and continually on the go, this connected millennial-minded consumer strives to live life to the fullest each and every day.

Standing Out Matters: Celebrates individuality above all else

Brunching Over Clubbing: Values a fun and active lifestyle

Strong Social Network: Believes anything worth doing is worth doing with friends

DEMOGRAPHICS

PRIMARY TARGET

- 21 - 34 years old
- Open to exploring all wines
- 50% female, 50% male

SECONDARY TARGET

- Dedicated Rosé drinkers
- 35+ years old
- 70% female, 30% male

DAY OWL BRAND STORY

A play on the familiar "Night Owl" persona, Day Owl is dedicated to living life to the fullest, seizing each day, and savoring the moment with a refreshing rosé. Bright, citrusy, and effortlessly cool, this versatile wine pairs perfectly with whatever the day throws at it.

IS / IS NOT

Day Owl Is: Energetic, Youthful, In-the-know

Day Owl Is Not: Serious, Traditional, Stuffy, Formal

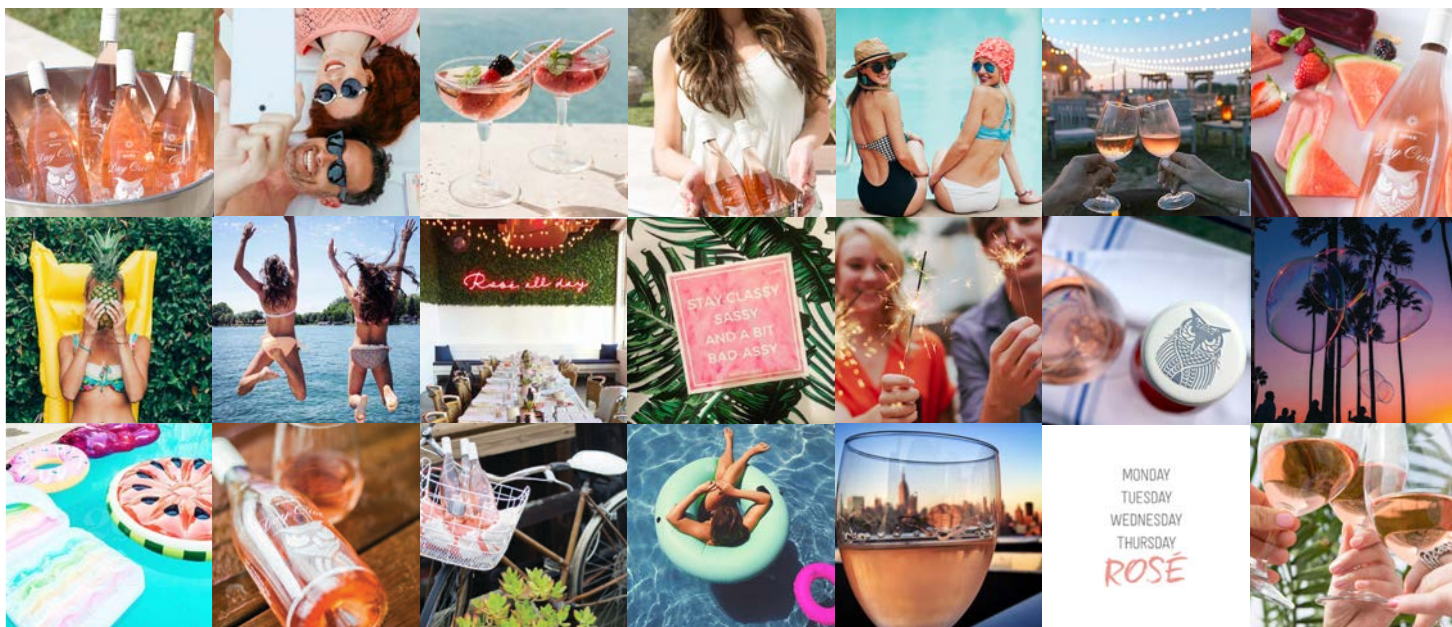
WORDS WE LIVE BY

Live for the Day

ON-BRAND EXPERIENCES & LOCAL CONSUMER ACTIVATION

· Day-time, social gatherings & celebrations

· Beach & pool events



OUR APPROACH

Day Owl is a light and bright Barbera Rosé, featuring juicy fruit flavor thanks to cool fermentation in stainless steel tanks. Bright, citrusy, and effortlessly cool, this versatile wine pairs perfectly with whatever the day throws at it. Fruit is sourced from select vineyards in Madera County, the Central Coast, and Paso Robles.

BARBERA ROSÉ

Barbera is the primary varietal in our Rosé. Like the best things in life, this Italian varietal is meant to be enjoyed young (aka now), so seize the moment and live for the day. Bright, citrusy, and effortlessly cool, this versatile wine pairs perfectly with whatever the day throws at it.



Varietal	ROSÉ
Vineyards	Central Coast, Madera
Winemaking	Fermented in stainless steel tanks
Taste Profile	This crisp, medium bodied Barbera Rosé radiates with floral red fruit and vibrant orange zest vibes. Lively acidity and a dry, elegant finish make for a bold bottle as alluring as the day is long. Pair with barbecued chicken, watermelon and mint salad, cold Thai sesame noodles, or fresh fish tacos.

DAY OWL SPECS

KEY SELLING POINTS

- Bone-dry taste profile
- Fun and unique package
- Barbera is our lead varietal
- Made for wine drinkers that "live for the day"



BENCHMARK SET

DAY OWL ITEM
Rosé

PRIMARY
Charles and Charles

SECONDARY
Francis Coppola Sofia

TERTIARY
Gérard Bertrand Côte
Des Roses

SUGGESTED PRICING

WHITE TAG
\$18.99

EVERYDAY
\$14.99

TPR
\$13.99

AD/PLANNER/DEEP
\$12.99

AVG BTG
\$8.50



DISPLAY STANDARDS

PRIORITY	DISPLAY	VARIETAL
1	100%	Rosé

PRODUCT SPECS

Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Rosé	750 mL	12	12%	8-47159-00193-5	12 x 10 x 13.25	34 lbs	1 08 47159 00193 2	14 x 4	56
Product	Keg Size	Keg Weight	Keg Dimensions	Pallet Configuration	Pallet Dimensions				
Rosé	19.5 L (5.16 gal)	58 lbs. (full)	24"H x 9.5"W	20 kegs per pallet	40 x 48				