



INTRODUCING OUR NEW 375ML SIZE!



{IT'S TIME TO GO ADVENTURING}

LINE



“At a time when the size of the average household is shrinking and consumers are generally seeking to drink ‘less but better’, consumers often have to think twice about whether or not to open a bottle, knowing that much of it will go to waste”.

— Stephen Rannekleiv - Global Strategist - Beverages, Rabobank

RIDE THE ALTERNATIVE SIZE MOMENTUM WAVE...

- Over the past 52 weeks, the 375ml segment is growing volume 72x faster than the total category.
- Where available, 375ml wines are selling 8% more units per sku than a year ago, 6X more than the total category.
- With Dollar sales at +39% vs YAG, the 375ml segment is growing 13X faster than the entire wine category!

LINE 39 - PREMIUM GROWTH LEADER

- Growing 22X faster than the premium wine category.
- Beverage Dynamics Fast Track brand winner - **5 years in a row!!**
- Top 10 absolute \$ growth brand in the premium wine segment.

Item Description	\$ - CURR	\$ % CHG vs YAG	EQU - CURR	EQU % CHG vs YAG
LINE 39 CABERNET SAUVIGNON	\$7,909,810	26%▲	70,968	21%▲
LINE 39 PINOT NOIR	\$6,961,612	34%▲	62,775	31%▲
LINE 39 SAUVIGNON BLANC	\$4,281,978	14%▲	38,485	8%▲
LINE 39 CHARDONNAY	\$1,654,670	33%▲	14,833	34%▲

SUPPORT POS



Cold Door Attachment



4-case Display

Nielsen Period Ending 5/19/2018 Period Type: 52 Week | Market: Total US xAOC

QUALITY MEETS CONVENIENCE. WITH A TWIST!



LINE 39	CABERNET SAUVIGNON	CHARDONNAY	PINOT NOIR	SAUVIGNON BLANC
VINTAGE	2016	2017	2016	2017
APPELLATION	California	California	California	California
ALC %	13.5%	13.5%	14.5%	13.5%
TASTE PROFILE	Rich fruit flavors of currant, blackberry and ripe plum with hints of black tea on the palate. Finishes with subtle, smooth tannins.	Medium-bodied with hints of oak and lush tropical and stone fruit flavors on the palate. Crisp and refreshing.	Fruit-driven Pinot Noir, herbal with rich flavors of raspberries and black cherries on the palate and soft, supple tannins.	Vibrant aromas of grapefruit and lemon with subtle grassy characters and a crisp clean finish.
SRP	\$8.99 / \$6.99 Deep	\$8.99 / \$6.99 Deep	\$8.99 / \$6.99 Deep	\$8.99 / \$6.99 Deep
UPC / SCC	UPC: 898756001651 SCC: 10898756001658	UPC: 898756001668 SCC: 10898756001665	UPC: 898756001637 SCC: 10898756001634	UPC: 898756001668 SCC: 10898756001665
CASE DIMENSIONS	10.12" x 7.56" x 9.76" (257mm X 192mm X 248mm) (L x W x H) Pallet Pattern: 20 x 4 = 80 Pallet Size: 40" x 48" Case Weight: 19lbs Case Pack: 12 x 375ml bottles	10.82" x 8.19" x 10.04" (275mm X 208mm X 255mm) (L x W x H) Pallet Pattern: 20 x 4 = 80 Pallet Size: 40" x 48" Case Weight: 19lbs Case Pack: 12 x 375ml bottles	10.91" x 8.15" x 9.88" (277mm X 207mm X 251mm) (L x W x H) Pallet Pattern: 20 x 4 = 80 Pallet Size: 40" x 48" Case Weight: 19lbs Case Pack: 12 x 375ml bottles	10.13" x 7.69" x 9.88" (257mm X 196mm X 251mm) (L x W x H) Pallet Pattern: 20 x 4 = 80 Pallet Size: 40" x 48" Case Weight: 19lbs Case Pack: 12 x 375ml bottles