

ArborMist®

CHERRY RED MOSCATO

IMPRESSIVE FIRSTS!

- The **industry's first** Cherry Moscato
- **Arbor Mist's first** Cherry Flavor

After only 2 years in the Moscato category, Arbor Mist is already the **4th largest brand** — and **America's fastest growing**. Our share of the category has doubled over the last 12 months, and with this new consumer-pleasing flavor, it's certain to be another exciting year.*

* Fastest Growing Moscato Brand — Share Gain — 2013 vs. 2012

THE FASTEST-GROWING MOSCATO BRAND IN THE U.S.

Top Moscato Brands	52-Week Volume Growth
Arbor Mist	190%
Barefoot	35%
Beringer	7%
Sutter Home	3%
Gallo Family Vineyards	(3%)

IRI, Multi-Outlet + Convenience — 52 weeks ending 7/14/13



1,000,000+ FACEBOOK FANS

Full social media support • Generating trial
Building excitement & awareness for new products

ArborMist®

NOW IS THE TIME FOR A CHERRY RED MOSCATO

Cherry is a **TOP 10 FLAVOR** across vodka, rum, and whiskey categories and continues to strongly out-perform category growth averages*

Across all spirit categories, cherry as a flavor is **UP OVER +20%***

* IRI, Multi-Outlet + Convenience, 52 weeks ending 7/14/13

POS AVAILABLE ON POD



Shelf Talker/Necker

3.375" x 3.75" | Pack Qty: 20 | ARBNAT14105-POD

Case Card

18" x 18" | Pack Qty: 5 | ARBNAT14107-POD

Bottle Topper

6" x 6" | Pack Qty: 5 | ARBNAT14109-POD

Cold Box Decal

6" x 6" | Pack Qty: 5 | ARBNAT14111-POD

CHERRY-FLAVORED PRODUCT LAUNCHES BY YEAR



Innova Market Insights

RETAIL PLACEMENT STRATEGY

Recommended Options

- 1 Secure incremental shelf space for **Arbor Mist**
- 2 Replace weaker-performing Wild Vines SKUs
- 3 Swap out lower-performing **Arbor Mist** SKUs:
 - Cranberry Twist White Merlot
 - Melon White Zinfandel



Please enjoy our wines responsibly.
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