

ArborMist®

# PEACH MOSCATO

## REPRESENTS THE FIRST PEACH MOSCATO IN THE INDUSTRY

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
<b>Arbor Mist</b>	<b>190%</b>
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

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## NOW IS THE PERFECT TIME FOR A PEACH MOSCATO

Across all spirits categories peach flavors are doing very well — **UP OVER +120%** in measured channels in the past 52 weeks\*

Ciroc and New Amsterdam Peach specifically have performed particularly well and are two of the 20 fastest-growing SKUs in the spirits category\*

\* 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 | ARBNAT14106-POD

#### Case Card

18" x 18" | Pack Qty: 5 | ARBNAT14108-POD

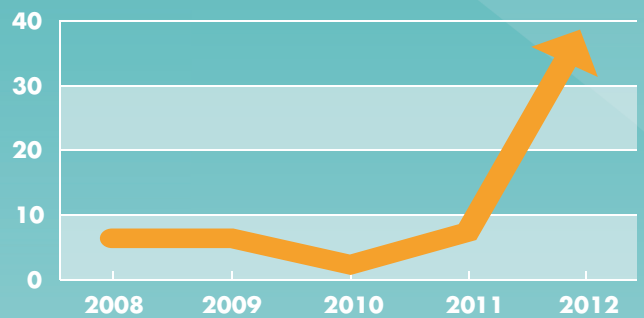
#### Bottle Topper

6" x 6" | Pack Qty: 5 | ARBNAT14110-POD

#### Cold Box Decal

6" x 6" | Pack Qty: 5 | ARBNAT14112-POD

## PEACH-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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