

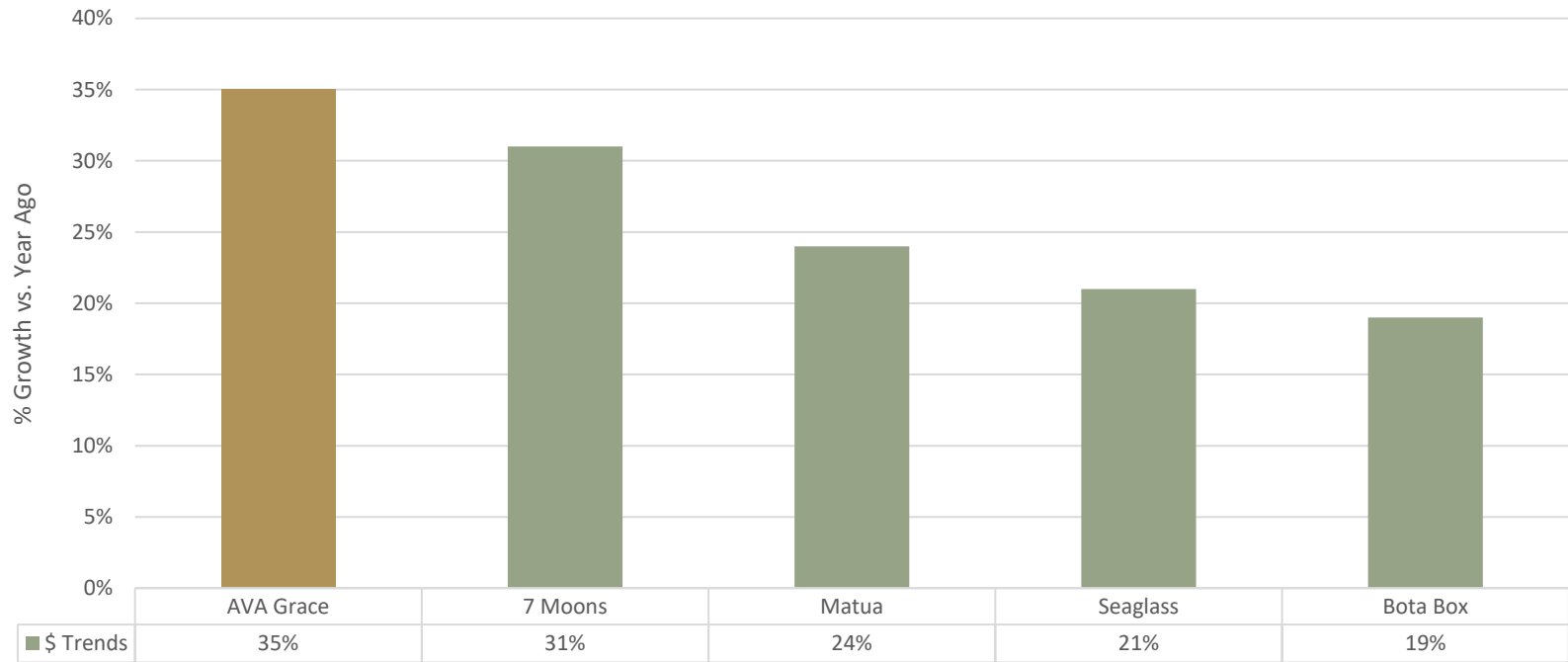


GRACE<sup>®</sup>  
VINEYARDS

*Live your best life*

# AVA Grace: Fastest growing <\$11 top 75 table wine brand

Fastest Growing \$4-\$11 Table Wine





# Award Winning Diverse Portfolio



**90 Points,  
Best Buy**  
Wine Enthusiast  
2018 Rosé



**92 Points,  
Great Value**  
Ultimate Wine Challenge  
2017 Chardonnay



**90 Points,  
Gold**  
Critics Challenge  
International  
2017 Sauvignon Blanc



**90 Points**  
Critics Challenge  
International  
2017 Pinot Grigio



**90 Points**  
Sommelier  
Challenge  
International  
NV Red Blend



**91 Points,  
Gold**  
Critics Challenge  
International  
2016 Merlot



**NEW!**  
Available  
August 2020  
Cabernet Sauvignon

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# Brand Positioning

- **AVA Grace**, with its feminine, **design-forward packaging** and **elegant flavors**, is uniquely positioned to have a prominent place in the lives of millennial females with an interest in the **outdoor and wellness** space as a premium wine that helps bring people together and make their memories even more beautiful.
- *Who:* Millennial females, 25-34
- *What:* Enjoys health and wellness, being active, yoga, and small gatherings with friends
- *Where:* Outdoors
- *When:* Anytime

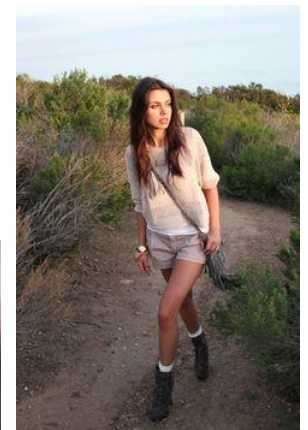


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# The AVA Grace Consumer

Demos	Ages 25-34 Female College educated
Shops At	Anthropologie
Lifestyle	<ul style="list-style-type: none"><li>• Outdoors – hiking, bike riding, hosting outdoor dinner parties, enjoying nature, photography, country music</li><li>• Indoors – cooking, yoga, meditation, DIY projects</li></ul>
Wine Behaviors	Relatively new entrant into the wine category. Does not have much experience, so looks for something that is aesthetically pleasing that doesn't break the bank.
Wine Beliefs	<ul style="list-style-type: none"><li>• Uses wine to relax and unwind</li><li>• Loves to share wine with friends, but comfortable having a glass or two by herself.</li></ul>



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# The Face of AVA Grace



Born and raised in California's Central Valley, Andrea Beltran's love of winemaking was inspired by a bountiful harvest. After graduating from Cal Poly, Andrea made her way back to the Central Valley and began working at a local winery. Her motto, "learn by doing," inspired her to advance her knowledge of winemaking, taking on mentors and pulling inspiration from all styles.

Today, with 12 years of experience, Andrea's personal style is focused on creating fruit-forward wines that show off the grapes natural acidity, aromas, and flavors – a distinct style found in every beautiful bottle of AVA Grace.



AVA



GRACE®

VINEYARDS

# Key 2020 Initiatives

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**Program Timing: August 2020**

## **Theme: Cabernet National Launch**

### Program Details

**Timing:** August-December 2020

**Details:** Fun, engaging new POS and digital support to promote AVA Grace's NEW Cabernet Sauvignon!

#### **POS Elements:**

- Case Cards
- Case Tuckers
- String Neckers
- Shelf Talker
- Case Sleeve

#### **TM Toolkit:**

- Custom in-store programming (Vestcom, NAM, Catalina)
- Social media campaign
- Targeted mailers?

### POS Elements



**\*\*All art FPO\*\***

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# 2020 PROGRAM CALENDAR

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Grocery & Liquor	Flow POS		Spring Showers & Flowers						Cabernet Launch			
Consumer / Digital	Facebook, Instagram, Pinterest				TBD / Sweepstakes							
News America			Rosé Best Buy			Rosé & Pinot Grigio Cans & 750ml						
Vestcom	Power SKUs: Sauvignon Blanc, Chardonnay, Rosé, Pinot Grigio											
					Rosé & Pinot Grigio Cans							
Catalina							Power SKUs: Sauv Blanc, PG, Rose, Chardonnay					
New Items								Cabernet National Launch				
D&Ts	All SKUs (incl. cans)											

# In-Store Displays



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## Key Takeaways

### By Brand

#1 New Brand Launched in 2017

Top 200 wine brand across all sizes and price points

Award-winning wine across the portfolio

Consumers love unique, beautiful packaging

Great wine at a great price (\$7.99)

### By SKU

**Sauvignon Blanc:** Notes of tropical fruit flavors and balanced acidity. Fresh aromas of grapefruit, gooseberry and melon.

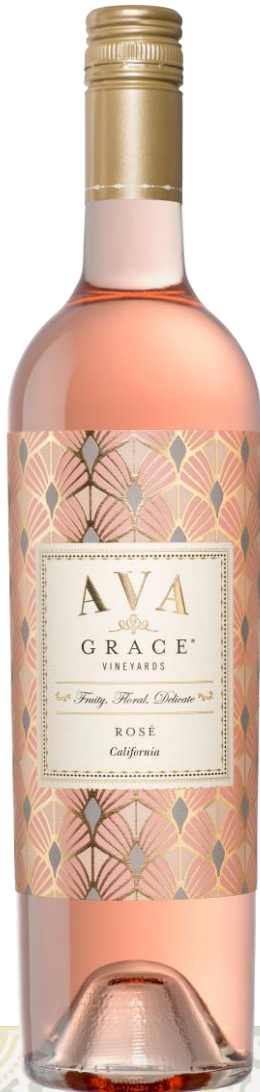
**Chardonnay:** Bright fruit flavors of white peach, apple, and lemon.

**Rosé:** Fresh, crisp, dry style, boasting with flavors of apricot, honeysuckle.

**Pinot Grigio:** Bright citrus, floral, refreshing finish.

**Red Blend:** Notes of blackberries and raspberries, with hints of spice.

**Merlot:** Layers of black cherry, plum, and blueberry flavors with notes of mocha, vanilla, and spice.



## AVA Grace Rosé

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

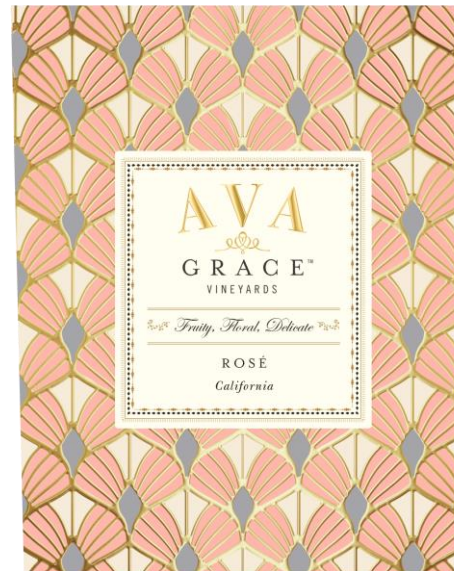
**Availability:** Nationwide

**UPC:** 0 81308 00423 5

**SCC:** 1 00 81308 00423 2

### Tasting Notes:

- Our Rosé is bright with a nose of wild roses. The palate showcases a fresh, crisp, dry style, boasting with flavors of apricot, honeysuckle, and balanced acidity. A silky, medium-bodied mouthfeel is rounded out with a delicately dry finish. Pair this wine with slow-roasted chicken and vegetable carbonara or grilled peach crumble with mascarpone cream.



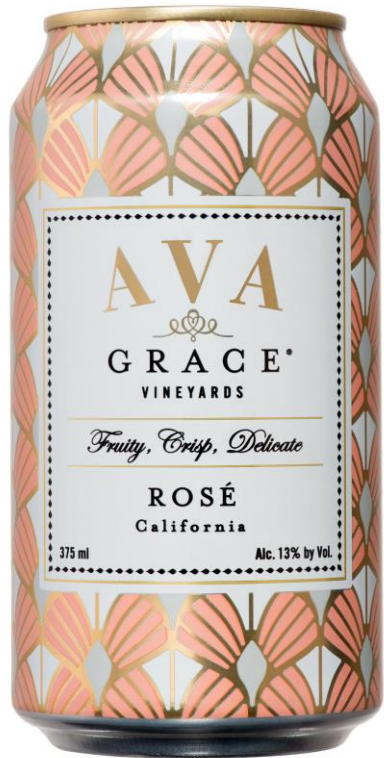
*Fruity, Floral, Delicate*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Rosé	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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## AVA Grace Rosé 375ml

**Suggested Retail Pricing:** \$4.99

**Availability:** Nationwide

**UPC:** 0 81308 00480 8

**SCC:** 1 00 81308 00480 5

### Tasting Notes:

- Our Rosé is bright with a nose of wild roses. The palate showcases a fresh, crisp, dry style, boasting with flavors of apricot, honeysuckle, and balanced acidity. A silky, medium-bodied mouthfeel is rounded out with a delicately dry finish. Pair this wine with slow-roasted chicken and vegetable carbonara or grilled peach crumble with mascarpone cream.

*Fruity, Crisp, Delicate*



Varietal	Dimensions			Weight
Rosé 375mL (Single Can)	Length	Width	Height	15 grams
	N/A	2.6002"	5.098"	
12-pack Case	10.5"	7.81"	3.0"	11 lbs

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## AVA Grace Chardonnay

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

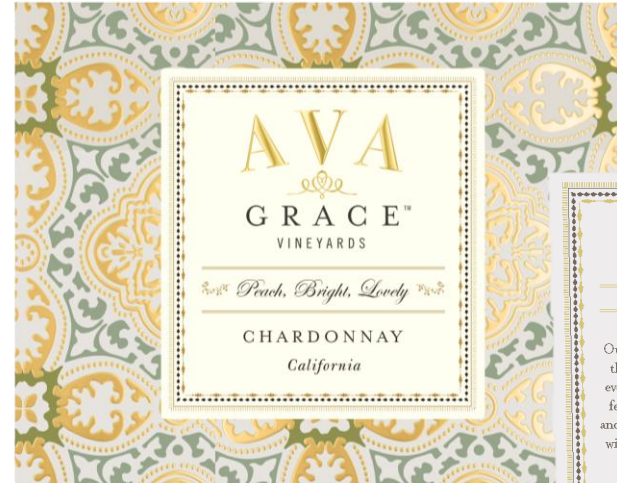
**Availability:** Nationwide

**UPC:** 0 81308 003511

**SCC:** 100 81308 00351 8

**Tasting Notes:** Our Chardonnay showcases a balanced acidity and bright fruit flavors of white peach, apple, and lemon. The smooth finish has rich notes of almonds and vanilla, with a delicate touch of oak. Bottled to perfection, this is Mother Nature at her finest. Pair this wine with grilled cayenne prawns over risotto or a rustic, garden vegetable soup.

*Peach, Bright, Lovely*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Chardonnay	13.71"	10.32"	12.17"	37	14	56	3.203"	3.203"	11.625"

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## AVA Grace Pinot Grigio

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

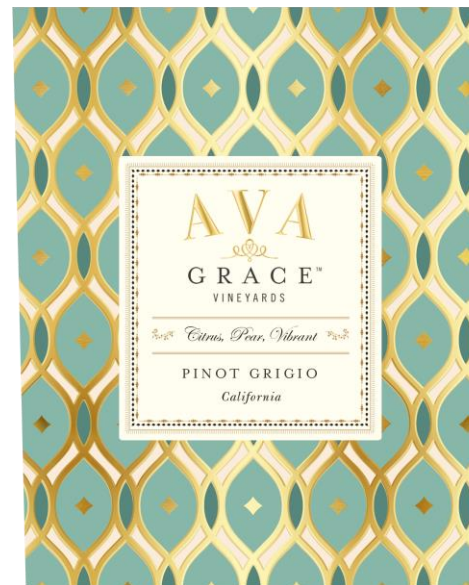
**Availability:** Nationwide

**UPC:** 0 81308 00454 9

**SCC:** 100 81308 00454 6

### Tasting Notes:

- Our Pinot Grigio is zesty and bright, with stone fruit aromas. A crisp, medium-bodied mouthfeel is rounded out with flavors of honeysuckle and lime that envelop the palate. Pairs well with spicy Asian dishes, walnut feta salad, shrimp skewers or any BBQ dish.



*Citrus, Pear, Vibrant*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Pinot Grigio	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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## AVA Grace Pinot Grigio 375ml

**Suggested Retail Pricing:** \$4.99

**Availability:** Nationwide

**UPC:** 0 81308 00479 2

**SCC:** 1 00 81308 00479 9

### Tasting Notes:

- Our Pinot Grigio is zesty and bright, with stone fruit aromas. A crisp, medium-bodied mouthfeel is rounded out with flavors of honeysuckle and lime that envelop the palate. Pairs well with spicy Asian dishes, walnut feta salad, shrimp skewers or any BBQ dish.

*Bright, Crisp, Refreshing*



Varietal	Dimensions			Weight
	Length	Width	Height	
Pinot Grigio 375mL (Single Can)	N/A	2.6002"	5.098"	15 grams
12-pack Case	10.5"	7.81"	3.0"	11 lbs

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## AVA Grace Sauvignon Blanc

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

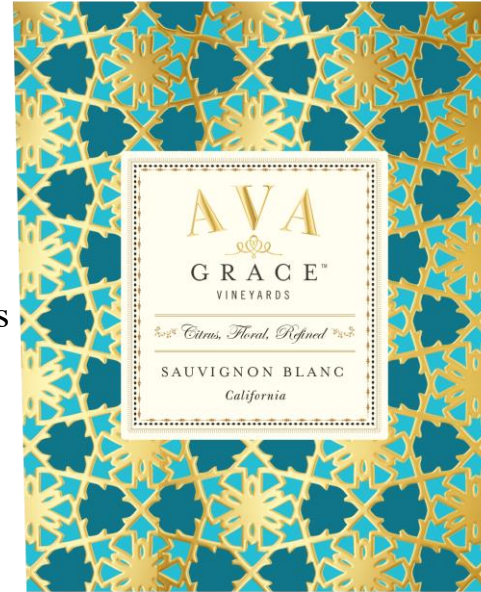
**Availability:** Nationwide

**UPC:** 0 81308 003528

**SCC:** 100 81308 00352 5

### Tasting Notes:

- Our Sauvignon Blanc boasts notes of tropical fruit flavors and balanced acidity. Fresh aromas of grapefruit, gooseberry and melon fill the nose while the rich body leads to a refined finish on the palate. Pair this wine with mahi-mahi tacos topped with mango salsa or a refreshing avocado, watermelon, and lime salad.

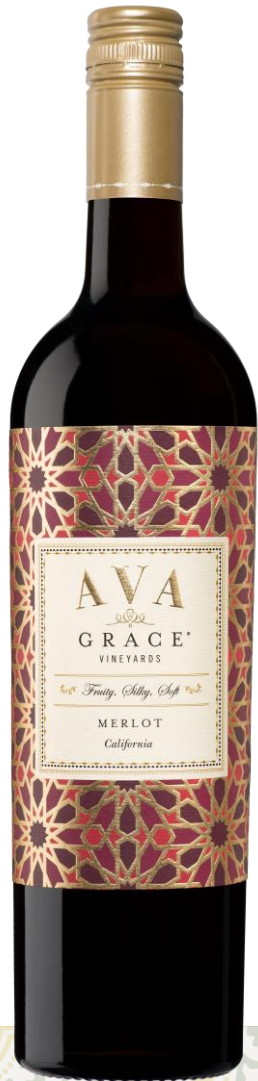


*Citrus, Floral, Refined*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Sauvignon Blanc	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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## AVA Grace Merlot

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

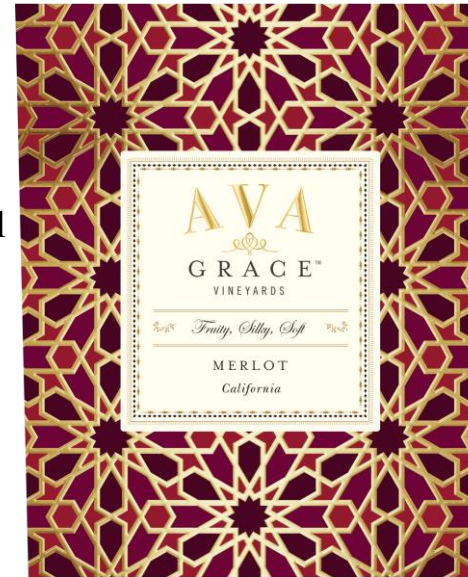
**Availability:** Nationwide

**UPC:** 0 81308 00425 9

**SCC:** 1 00 81308 00425 6

### Tasting Notes:

- Our Merlot is bursting with aromas of deep red fruit that fill the nose. Silky on the palate and full of layers of black cherry, plum, and blueberry flavors delicately intermingled with notes of mocha, vanilla, and spice that lead into a long smooth finish. Pair this wine with grilled flat iron steak with blue cheese butter or a grilled mushroom Swiss burger.



*Fruity, Silky, Soft*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Merlot	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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## AVA Grace Red Blend

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

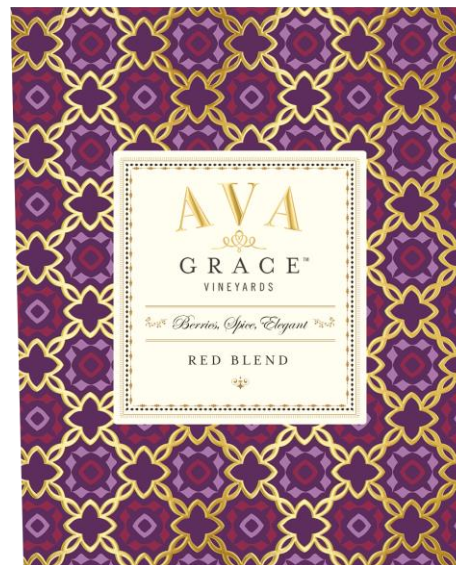
**Availability:** Nationwide

**UPC:** 0 81308 003917

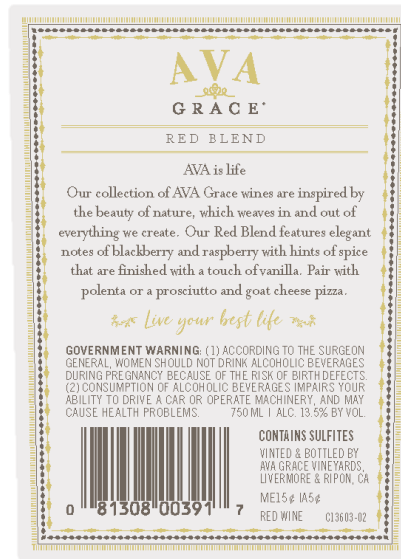
**SCC:** 100 81308 00391 4

### Tasting Notes:

- Our Red Blend exhibits notes of blackberries and raspberries, with hints of spice. The palate is clean, with flavors of cranberries, roses and a touch of rhubarb. A lingering finish is touched by notes of vanilla and dark cherries. Pair this wine with sautéed mushrooms over creamy polenta or a fig, prosciutto, and goat cheese pizza.



*Berries, Spice, Elegant*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Merlot	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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# AVA Grace Cabernet Sauvignon

**Suggested Retail Pricing:** \$11.99 / \$9.99 / \$8.99 / \$7.99

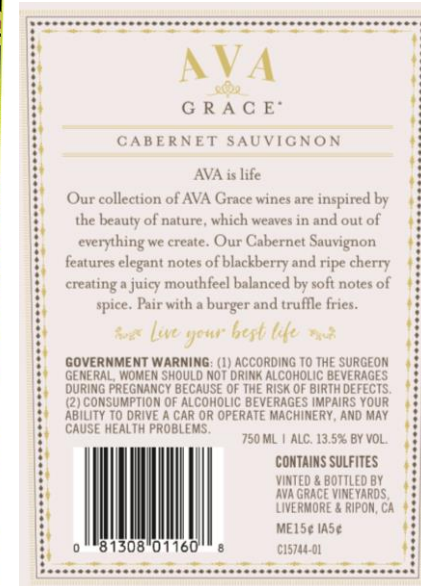
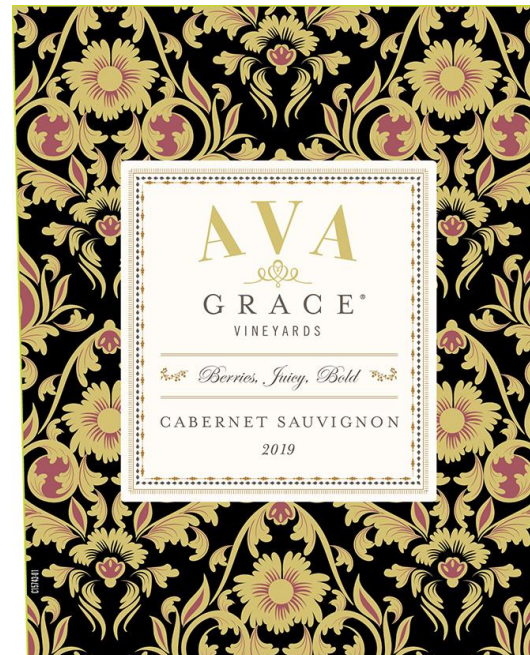
**National Launch Timing:** shipping July, in market August 2020

**UPC:** 0 81308 01160 8

**SCC:** 10 0 81308 01160 5

**Tasting Notes:** Ava Grace Cabernet comes from California, where warm days slowly ripen our grapes to ensure a bold, savory wine. During fermentation, color, flavor and tannins develop – producing flavors of blackberry and ripe cherry, creating a juicy mouthfeel balanced by soft notes of spice. Enjoy with a burger and truffle fries or at a dinner party with loved ones.

*Berries, Juicy, Bold*



Varietal	Case Dimensions			Case Units			Bottle Dimensions		
	Length	Width	Height	Weight (lbs)	Tier	Shipping	Base Diameter	Shoulder Width	Height
Cabernet Sauvignon	12.92"	9.73"	13.34"	42	14	56	2.877"	2.877"	11.75"

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