



MEIOMI®

MEIOMI SAUVIGNON BLANC



MEIOMI CONTINUES TO DOMINATE THE HIGH END

#1

STILL WINE BRAND
ABOVE \$15

#1

SKU ABOVE \$15
WITH MEIOMI
PINOT NOIR

#1

PINOT NOIR
ACROSS ALL
PRICE POINTS

#4

ULTRA PREMIUM
CHARDONNAY
BRAND

#2

ULTRA PREMIUM
RED BLEND

#1

NEW WINE
SKU- MEIOMI
BRIGHT in 2023



IRI Total US MULO+C L52 weeks ending 1/5/25
Meiomi Bright – US MULO+C L52 W/E 01/07/24

MEIOMI®

MEIOMI'S VISION: BECOME THE #3 HIGH-END WINE BRAND WITH PORTFOLIO OF LEADING VARIETALS



STRENGTHEN PINOT NOIR LEADERSHIP

Through optimized wine blend, best-in-class marketing, and emotive "To The Fullest" creative platform

ESTABLISH PORTFOLIO OF CATEGORY-LEADING VARIETALS

Grow distribution and awareness to expand leadership to shoulder varietals

SOLIDIFY BETTERMENT LEADERSHIP

Bring in new consumers and become trusted leader in Betterment segment



SAUVIGNON BLANC IS THE FASTEST VARIETAL SEGMENT AND EXTENDS MEIOMI'S CONSUMER REACH

- **Sauvignon Blanc is the 3rd largest wine varietal** and growing at +4.8%
- **UPRM Sauvignon Blanc** is significantly outpacing the total varietal segment at **+16.8% in dollar sales** and **distribution +13%** vs. YA
- **California UPRM Sauvignon Blanc** is growing faster than **New Zealand Sauvignon Blanc** by 6%
- Meiomì winning with white wine consumers with the **#4 UPRM Chardonnay** that is outpacing category segment \$ Sales +6.1% vs (-1.4%)
- Meiomì has the opportunity to **grow credibility in white wine segment** by launching a leading white varietal that will **allow Meiomì to reach a net-new 49% of white wine drinkers**



PRODUCT DETAILS

WINEMAKING NOTES

Meiomi Sauvignon Blanc features an aromatic bouquet of zesty citrus, stone fruit and tropical notes with green undertones. This wine is beautifully balanced with vibrant flavors of citrus, mango and pineapple. Crisp and light bodied with a refreshing acidity, this wine carries a subtle richness to round it out.



MEIOMI GROWTH TARGET CONSUMER PROFILE

CORE TARGET: SUBSTANCE SEEKERS

Lifestage

Career is getting on track, earning high wages but not rich yet, beginning to achieve new milestones/life stages.

Mindset

Focusing on what's important to them: getting closer to where they want to be and deepening their connection to the things they care about.

Winestage

Wine is increasingly more relevant in their day to day lives, they are stepping into premium wines, and aspire to be more well versed in all things wine.

Demographics

HENRYs A28-40, UPRM Consumers, college grad, high income (\$100K+)



MEIOMI SAUVIGNON BLANC: EXECUTION GUIDANCE

DISTRIBUTION GOAL:

Achieve 30% of Cabernet Sauvignon distribution by EOY1 and 33% in Y2

COMPETITIVE BENCHMARKS: Decoy, Whitehaven

SHELF STANDARDS:

- **Ideal Placement:** Consistent with Meiomì core placements
- **Key Adjacencies:** Premium Position/ Adjacent to Decoy, La Crema

DISPLAY STANDARD:

60% Pinot Noir, 10% Cab, 10% Bright, 10% Chard, 5% Sauv B, 5% Red Blend

CHANNEL PRIORITIES: 80% Off-Premise, 20% On-Premise

- **Off-Premise:** High-End Grocery, Liquor Superstore, Conventional Liquor, Mass Merch, Drug, eCommerce
- **On-Premise:** Premium Dining, Casual Dining, Premium Bar, High-End Recreation, Lodging (Dining, In-Room, Gift Shop)

WINE LIST NOMENCLATURE: Meiomì Sauvignon Blanc, California

PRICING: Line-priced with Meiomì Chardonnay



360 LAUNCH SUPPORT



Dedicated **social & digital** support to drive mass awareness and volume

MEDIA & PR

Always-on organic social to increase engagement and drive advocacy



DIGITAL & SOCIAL

RETAIL TOOLKIT & SAMPLING



NEW compelling retail tools along with **Sampling** aimed to drive awareness and trial



3TE

Drive conversion with ongoing paid search in 3TE



RETAIL LAUNCH TOOLKIT

POS IN MARKET:

Sept 2025

TOOLKIT:

- Case Card
- Feature Card
- Shelf Talker
- String-Tie Necker
- Cold Box Cling



*Tasting note cards for sampling will be available for printing off GBC



INTRODUCING MEIOMI SAUVIGNON BLANC

PRODUCT PROPOSITION	<ul style="list-style-type: none"> Drive High-End wine leadership with expansion into leading white varietal, Sauvignon Blanc
REASONS TO BELIEVE	<ul style="list-style-type: none"> Success of Meiomì: Meiomì is the #1 \$15+ wine brand & #1 growth driver Strength of Meiomì Chardonnay: Meiomì winning with white wine consumers with #4 UPRM Chardonnay and outpacing category segment \$ Sales +6.1% vs -1.4%¹ Opportunity to grow credibility in white wine segment by continuing to expand Chardonnay and launch Sauv Blanc – allowing TWG to reach net-new 49% white wine drinkers Growth of Sauvignon Blanc segment: Sauvignon Blanc is the fastest growing UPRM segment and represents a large opportunity (\$154MM in \$ sales). Category experiencing high growth rate over the last 52 weeks, both in terms of \$ sales (+16.8% vs. YA) and distribution (+13% vs. YA)¹
CONSUMER TARGET	<ul style="list-style-type: none"> Reach Meiomì's growth target of Substance Seekers Demo: A28-40, 50/50 M/F, HHI \$100k
TECHNICAL DETAILS	<ul style="list-style-type: none"> Varietal: Sauvignon Blanc Vintage: 2024 Appellation: California Size: 750ml
VOL BENCHMARKS	<ul style="list-style-type: none"> Commercially aligned volumes coming soon
CHANNEL GUIDANCE	<ul style="list-style-type: none"> Everywhere High-End Off-Premise: 80% / On-Premise: 20%
COMPETITIVE SET	<ul style="list-style-type: none"> Decoy, La Crema
SHELF STANDARD RECOMMENDATION	<ul style="list-style-type: none"> Ideal Shelf Placement: Adjacent to competitive set, Coldbox
PACKAGING	<ul style="list-style-type: none"> Maintain key packaging equities of core portfolio
MARKETING SUPPORT	<ul style="list-style-type: none"> 360 support: robust Masterbrand marketing plan with dedicated NPD digital, PR, 3TE, and promotional activations



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MEIOMI SAUVIGNON BLANC SPEC SHEET

VARIETAL/SIZE:	Sauvignon Blanc 750 ml
FORMAT:	750 ml/12pk
APPELLATION/VINTAGE:	California 2024
ABV/CAL:	13.5%



SKU	UPC	SCC
4001368624	086003251397	10086003251394
		



BOTTLE AND CASE SPECIFICATIONS

SPEC	MEIOMI SAUVIGNON BLANC
Bottle Mold	6084025
Bottles per Case	12
Cases per Layer	14
Layers per Pallet	4
Shipping Weight (lbs/case)	33.7 lbs
Case Dimensions (inches)	L: 13.0625" W: 9.8125" H: 12.25"
Bottle Closure	Branded pearl screwcap
Bottle Dimensions (inches)	Height: 11.75" / Diameter: 3.17"
SCC	10086003251394
SKU	4001368624



FAQ'S

WHEN WILL THIS PRODUCT SHIP?

This product begin shipping on August 8th, 2025

HOW DO I PRIORITIZE MEI SAUVIGNON BLANC WITHIN THE MEIOMI & TWG PORTFOLIO?

Meiomi Sauvignon Blanc is a Must Win NPD in FY26

Meiomi portfolio priorities:

1. Core Pinot Noir
2. Cabernet
3. Meiomi Bright
4. Chardonnay
5. Sauv Blanc

ARE THERE ANY POTENTIAL SUPPLY CONSTRAINTS?

No current supply constraints



APPENDIX



SAUVIGNON BLANC – NEW PRODUCTION SHOTS

