

INSOMNIA

Pull an all-nighter with award-winning Insomnia wines now available in convenient cans.

THE WHAT Whether you're an artist whose creative juices start flowing when the wine starts flowing, or a musician who rocks out after the sun goes down, or an entrepreneur who takes their lunch break at 7pm... Insomnia wines are just one more reason to love the night.

THE WHO & WHEN Urban and suburban LDA-35 everyday wine drinkers, skew male. Medium household income, buys wine at local grocery chain, seeking value for dollar. Can format expands occasions to outdoor ventures.

THE WHY



Denver International Wine Competition GOLD:
Insomnia Cabernet & Insomnia Chardonnay

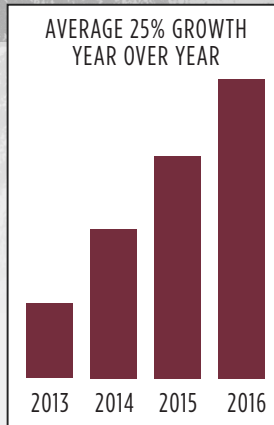
San Francisco International: Double Gold, Label Design

New York International
Insomnia Cabernet Sauvignon of the Year

The Beverage Information Group
Rising Star Award- Fast-Growing Brand

Wines & Vines Magazine: Top 20 Brand

Orange County Fair: 1st Place Label Design



FEATURES AND BENEFITS

FEATURE	BENEFIT
Award-winning packaging	Highly engaging, breaks shelf redundancy
Traditional 750ml and 375ml can format	Meets alternative consumer demands while extending consumption occasions
High quality-for-value ratios	Ensure repeat purchase and turn
Expansive varietal offerings	Meets every consumer preference for increased pull

BRAND STANDARDS



VARIETAL	Chardonnay	Pinot Grigio	Sauvignon Blanc	Cabernet Sauvignon	Red Blend
Tasting Notes	Aromas of Golden Delicious apples, Meyer lemon zest, and pineapple with hints of vanilla, crème brûlée, brioche and honey. Flavors range from peach to starfruit and sweet cream butter, with a rich mid-palate texture and a bright finish of grapefruit and green apple.	This aromatic and complex Pinot Grigio presents aromas of citrus blossom, lime zest, white peach, wet stone, and honeydew melon with flavors ranging from casaba melon to citrus zest with a hint of Crème Fraîche in the finish.	This is a complex wine with aromas of Asian pear, star fruit, some lean lemon citrus notes, with very subtle hints of fresh coconut, sea salt, and Thai basil. The mouth entry is silky and supple, and there are flavors of lemon marmalade and acacia honey.	Aromas of black raspberry crumble, vanilla and cocoa dust lead to flavors of black cherries and sugar plums and a hint of vanilla.	Bold flavors of black cherry, boysenberry jam, mild oakiness, cedar. Medium body, cassis, black cherry integrated oak tannins and flavors, black pepper, faint eco of black tea on the finish
TARGET CHANNEL MIX	80% Off premise: National and regional chain focus 20% On-premise BTG, casual dine focus	80% Off premise: National and regional chain focus 20% On-premise BTG, casual dine focus	80% Off premise: National and regional chain focus 20% On-premise BTG, casual dine focus	80% Off premise: National and regional chain focus 20% On-premise BTG, casual dine focus	80% Off premise: National and regional chain focus 20% On-premise BTG, casual dine focus
COMPETITIVE SET	Clos Du Bois Classics Chateau Ste. Michelle Bogle Cupcake Vineyards	Clos Du Bois Classics Chateau Ste Michelle Estancia Robert Mondavi Private Selection Menage A Trois 14 Hands Edna Valley Vineyard	Kendall-Jackson Chateau Ste. Michelle Clos Du Bois Dark Horse Edna Valley	Clos Du Bois Classics Robert Mondavi Private Selection Bogle Dark Horse Columbia Crest	Apothic Menage A Trois 14 Hands Hot To Trot Cupcake Vineyards Bogle Dark Horse
PRICING STANDARDS: 750ml	SRP: \$9.99 Promo: \$8.99 Feature / Display: \$7.99	SRP: \$9.99 Promo: \$8.99 Feature / Display: \$7.99	SRP: \$9.99 Promo: \$8.99 Feature / Display: \$7.99	SRP: \$9.99 Promo: \$8.99 Feature / Display: \$7.99	SRP: \$9.99 Promo: \$8.99 Feature / Display: \$7.99
PRICING STANDARDS: 375 can	NA	SRP: \$6.99 Promo: \$5.99 Feature / Display: \$4.99	NA	NA	SRP: \$6.99 Promo: \$5.99 Feature / Display: \$4.99
LISTING GUIDELINES	2017 Insomnia Chardonnay, California	2017 Insomnia Pinot Grigio, California	2017 Insomnia Sauvignon Blanc, California	2016 Insomnia Cabernet Sauvignon, California	2016 Insomnia Red Blend, California

INSOMNIA

MARKETING OBJECTIVES AND SUPPORT

Stabilize and grow Insomnia to a top ten premium selling wine brand with focus on national chain distribution and cans.



Standing can rack



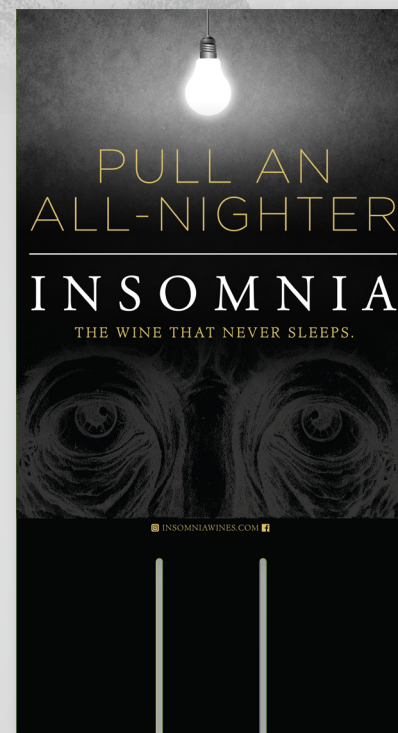
Cold box cling



IRC/MIR coupons



Counter rack



Case Card

BRAND SPECS

	CHARDONNAY 750ML	PINOT GRIGIO 750ML	CAB SAUV 750ML	SAUV BLANC 750ML	RED BLEND 750ML	PINOT GRIGIO CANS 375ML	INS RED WINE CANS 375ML
Bottles/Case	12 x 750ml	12 x 750ml	12 x 750ml	12 x 750ml	12 x 750ml	24 x 375ml	24 x 375ml
Case Weight (lb)	35	35	35	35	35	20.6	20.6
Case Dimensions (In)	12.875 L 9.75 W 11.875 T	13.5 L 10.125 W 11.875 T	13.5 L 10.125 W 11.875 T	11.5 L 15.5 W 5.5 T	11.5 L 15.5 W 5.5 T	11.5 L 15.5 W 5.5 T	11.5 L 15.5 W 5.5 T
Bottle	11.66/3.19	11.84/2.86	11.84/2.86	11.84/2.86	11.84/2.86	5.5/2.5	5.5/2.5
Layers on Pallet	4 layers	4 layers	4 layers	4 layers	4 layers	10 layers	10 layers
Cases/Layer	14 case/layer	16 case/layer	16 case/layer	16 case/layer	16 case/layer	9 case/layer	9 case/layer
Cases/Pallet	56 case/palett	64 case/palett	64 case/palett	64 case/palett	64 case/palett	90 case/palett	90 case/palett
Load Information	22 paletts	20 paletts	20 paletts	20 paletts	20 paletts	20 paletts	20 paletts
Per 40' Truck	1,120 cases	1,280 cases	1,280 cases	1,280 cases	1,280 cases	1,800 cases	1,800 cases
UPC	00818292012607	00818292011389	00818292011396	00818292010092	00818292010085	00818292013611	00818292013604
SCC	00818292013796	00818292013574	00818292013550	00818292013543	00818292013567	00818292013618	00818292013601