

FLAVORBOMB

Introducing an **explosive** blend of fruit & wine

THE WHAT

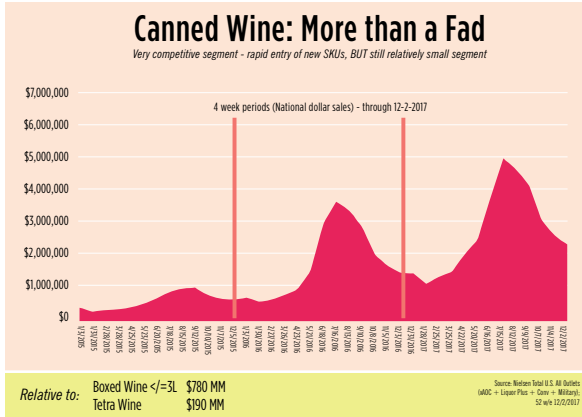
Semi-sweet, super sultry and with a touch of spritz, FLAVORBOMB's explosive blend of ripe fruit flavors with premium wine sizzles where others fizzle. Available in traditional 750ml bottles and convenient 375ml cans, let FLAVORBOMB ignite your next barbeque, detonate your next tailgate or just sit back, sit and let it blow you away.

THE WHO & WHEN

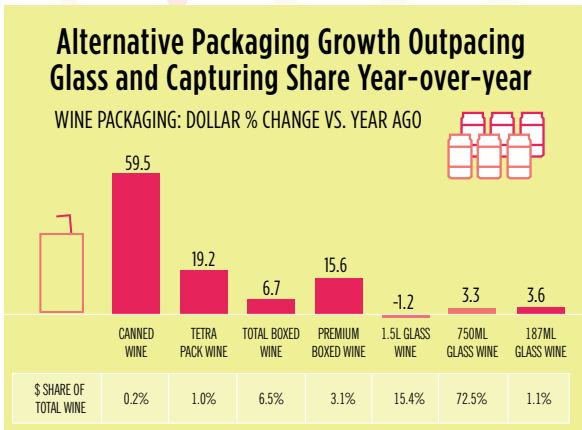
21 to 35 trend-setting, fun-loving, ethnically diverse, urban and suburban dwelling females on a budget. Medium household income, living at home or with a roommate. Highly social-media savvy. Seeking a go-to brand they can drink across occasions but especially at parties, BBQs and tailgates.

THE WHY

FEATURES AND BENEFITS



FEATURE	BENEFIT
Modern, colorful packaging design	Engages the target consumer, breaks shelf redundancy
Traditional 750ml and 375ml can format	Meets alternative consumer demands while extending consumption occasions
Semi-sweet with a touch of fizz	Preferred flavor profile of our target consumer, ensures high 'brand for me' measures and repeat purchase
Hottest varietal base	Red blends, Rosé and Moscato have surpassed 'fads' and are now sustainable trends
Fabulous natural fruit flavors	Flavors are 'the bomb' these days and consumers can feel good about the natural fruit flavors in FlavorBomb



BRAND STANDARDS

VARIETAL	Sweet Red	Muscat	Rose
Tasting Notes	Deep purple in color with penetrating flavors of ripe raspberry and sweet, homemade berry jam with a mild, spritz on the finish.	Pale straw in color with luscious, tropical flavors of ripe peach, aromatic honeysuckle and sweet melon with a lively, cleansing spritz.	Bright salmon in color with ripe flavors of raspberries, watermelon and ruby grapefruit boosted by a mild and pleasing effervescence.
TARGET CHANNEL MIX	100% off-premise with focus on mass, convenience and drug	100% off-premise with focus on mass, convenience and drug	100% off-premise with focus on mass, convenience and drug
COMPETITIVE SET	Stella Rosa, Wild Vines, Arbor Mist, Underwood	Stella Rosa, Wild Vines, Arbor Mist, Underwood	Stella Rosa, Wild Vines, Arbor Mist, Underwood
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
PRICING STANDARDS: 375 can	SRP: \$6.99 Promo: \$5.99 Feature / Display: \$4.99	SRP: \$6.99 Promo: \$5.99 Feature / Display: \$4.99	SRP: \$6.99 Promo: \$5.99 Feature / Display: \$4.99
LISTING GUIDELINES	2017 FlavorBomb Sweet Red Blend	2017 FlavorBomb Moscato	2017 FlavorBomb Rosé

FLAVORBOMB

MARKETING OBJECTIVES AND SUPPORT

Establish FlavorBomb as the top-selling fruit wine among our target consumers by driving brand awareness and affinity through impulse purchases and feature and display.

Cold box cling



Case stack cards

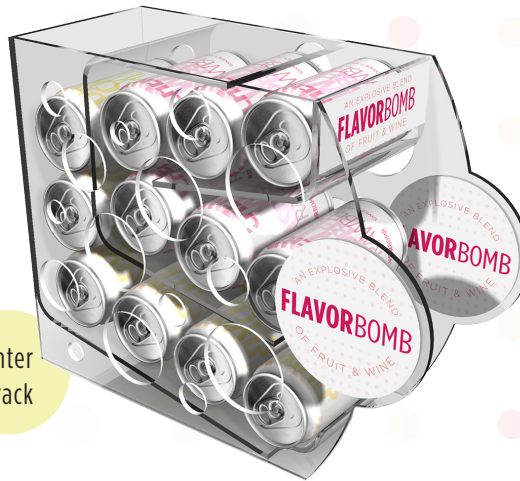


Standing can rack

IRC/MIR coupons



Counter rack



BRAND SPECS

	FB ROSE 750ML	FB RED 750ML	FB MUSCAT 750ML	FB ROSE CANS 375ML	FB RED CANS 375 ML	FB MUSCAT CANS 375ML
Bottles/Case	12 x 750ml	12 x 750ml	12 x 750ml	24 x 375ml	24 x 375ml	24 x 375ml
Case Weight (lb)	36	35	35	20.6	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
Bottle	11.789/3.170	11.84/2.86	11.84/2.86	5.5/2.5	5.5/2.5	5.5/2.5
Layers on Pallet	4 layers	4 layers	4 layers	10 layers	10 layers	10 layers
Cases/Layer	14 case per layer	16 case per layer	16 case per layer	9 case per layer	9 case per layer	9 case per layer
Cases/Pallet	56 case per pallet	64 case per pallet	64 case per pallet	90 case per pallet	90 case per pallet	90 case per pallet
Load Information	22 pallets	20 pallets	20 pallets	20 pallets	20 pallets	20 pallets
Per 40' Truck	1,232 cases	1,280 cases	1,280 cases	1,800 cases	1,800 cases	1,800 cases
UPC	818292-013642	818292-013628	818292-013635	818292-013956	818292-013963	818292-013932
SCC	10818292013649	10818292013625	10818292013632	10818292013953	10818292013960	10818292013939