

THE LEGEND

Legend has it that Jack A. Powers, the notorious leader of the Central Coast's most infamous bandido gang, met his gruesome demise in November 1860 when he was mysteriously murdered, and his body left to be ravaged by a pack of wild hogs.

Witnesses claimed that mad "King Chancho," known throughout the valley for his powerful stature and terrifying growl, was the last hog seen leaving the grisly scene which left only Powers' skull and a few large bones to be buried.

These rustic wines are sourced from the very vineyards King Chancho was known to roam. King Chancho's wines are the stuff legends are made of.

BRAND STANDARDS

CUSTOM CRAFTED

KING CHANCHO

LEGENDARILY MADE

WHY KING CHANCHO?

Compelling brand story that ties into the Central Coast appellation
 Unique packaging that will stand out among the crowd
 Bold, flavor profile that matches the brand personality



VARIETAL	Sauvignon Blanc	Blood Red Blend	Cabernet Sauvignon
Appellation	Central Coast	Central Coast	Central Coast
Tasting Notes	Bright in color, this Sauvignon Blanc has amazing aromas of fruit and citrus which support the acidic structure as it enters your mouth. There is a full mouthfeel with some citrus fruit flavors and a long finish.	With a semi-dark color and aromas of cherry and raspberry, this full-bodied wine is well balanced with sweet oak and acid, jam and juicy red berries, plums, sweet dark cherry, a touch of spices finishing with a hint of tobacco.	Dark color and aromas of black cherry, this full-bodied wine is well balanced with sweet oak and acid, with flavors red berries, plums, sweet dark cherry, a touch of oak with a long, lingering finish.
TARGET CHANNEL MIX	National Retail Chains Regional Retail Chains Independent Liquor On premise BTG	National Retail Chains Regional Retail Chains Independent Liquor On premise BTG	National Retail Chains Regional Retail Chains Independent Liquor On premise BTG
PRICING STANDARDS 750ml	SRP: \$17.99 Promo: \$16.99 Deep: \$14.99 BTG: \$10-\$12	SRP: \$17.99 Promo: \$16.99 Deep: \$14.99 BTG: \$10-\$12	SRP: \$17.99 Promo: \$16.99 Deep: \$14.99 BTG: \$10-\$12
UPC	8 18292 01472 4	8 18292 01462 5	8 18292 01470 0
SCC	8 18292 01473 1	8 18292 01468 7	8 18292 01471 7

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KING CHANCHO

MARKETING SUPPORT

Establish King Chancho as most popular Central Coast wine brand, leveraging its story, unique packaging and quality POS.

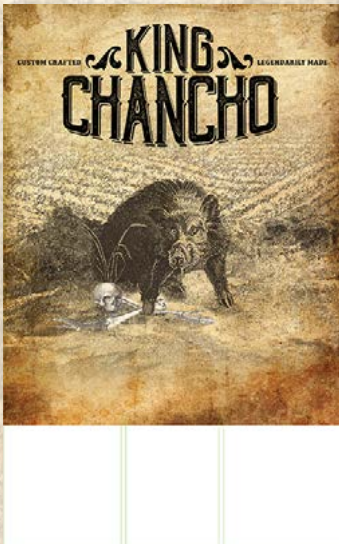
IRC & MAIL-IN COUPONS



SHELF TALKERS



CASE CARD



3-CASE RUSTIC WOOD RACK
Approximate size:
60" H x 12" D x 22" W

