

Summerland

Estate-driven wines from the Central Coast

THE WHAT

Located in Santa Barbara County's quaint seaside town of Summerland, Summerland Winery has been producing quality, estate-driven wines derived from renowned vineyards across California's coastal growing regions since its founding in 2002. It's always summer in Summerland. Drink it in.

THE WHO AND WHEN

30-50 Moderately affluent males and females, skew female. Everyday wine drinkers, looking for more classic packaging and imagery. Dines out often, wine as meal enhancer and casual beverage.

FEATURES AND BENEFITS

FEATURE	BENEFIT
Established Santa Barbara Winery with true sense of place	Drives authenticity and positive brand imagery
Elevated package	Drives brand equity and quality for value ratios
Central Coast AVA	A step above the competitive set
Aggressive by the glass pricing	Drives trial, awareness and affinity



VARIETAL	Chardonnay	Pinot Noir	Cabernet Sauvignon	Sauvignon Blanc
Appellation	Central Coast	Central Coast	Central Coast	Central Coast
Tasting Notes	This bright Chardonnay displays aromas of freshly sliced Golden Delicious apples with touches of toasty oak and pear. On the palate flavors are clean and balanced in this medium bodied Chardonnay with elegant notes of quince, more golden apples, and just a hint of wildflower honey.	This is a very expressive wine aromatically, with lychee, cranberry, kola, raspberry, red cherries abounding with hints of cinnamon and clove, wildflower honey, and cacao. Flavors of red fruits including pomegranate are accented by wisps of cedar and a hint of leather. This wine has a bright, food-friendly profile.	Our Cabernet Sauvignon from the broad California appellation shows quality through careful selection of great vineyard fruit. The nose is pleasing with hints of blackberry, black currant and forest floor. On the palate the wine gives into a structured dance of red fruit a firm body and tannin. This wine will pair well with grilled meats to medium and hard cheeses.	A rich bouquet of pear, pineapple, and lime blossom give way to a palate marked with fresh, tropical fruit flavors with hints of citrus and lychee nut.
TARGET CHANNEL MIX	70% Off-Premise with a focus on National Retail Chains and Independent Retail 30% On-Premise with a focus on National and Independent High End Casual and White Tablecloth	70% Off-Premise with a focus on National Retail Chains and Independent Retail 30% On-Premise with a focus on National and Independent High End Casual and White Tablecloth	70% Off-Premise with a focus on National Retail Chains and Independent Retail 30% On-Premise with a focus on National and Independent High End Casual and White Tablecloth	70% Off-Premise with a focus on National Retail Chains and Independent Retail 30% On-Premise with a focus on National and Independent High End Casual and White Tablecloth
COMPETITIVE SET	J. Lohr Francis Coppola Wente Robert Mondavi The Dreaming Tree	Estancia Hahn Mark West Noble Vines Chloe	J. Lohr Robert Mondavi Wente Edna Valley Vineyard Robert Hall	Kim Crawford Oyster Bay Starborough Joel Gott Josh
PRICING STANDARDS: 750ml	SRP: \$15.99 Promo: \$12.99 BTG: \$8-10	SRP: \$15.99 Promo: \$12.99 BTG: \$8-10	SRP: \$15.99 Promo: \$12.99 BTG: \$8-10	SRP: \$15.99 Promo: \$12.99 BTG: \$8-10
LISTING GUIDELINES	2017 Summerland Winery Chardonnay, Central Coast, California	2017 Summerland Winery Pinot Noir, Central Coast, California	2016 Summerland Winery Cabernet Sauvignon, Central Coast, California	2018 Summerland Winery Sauvignon Blanc, Central Coast, California

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MARKETING AND SUPPORT



CASE CARD



3-CASE STACK SLEEVE

SHELF TALKERS



MAIL-IN & INSTANT REBATES

BRAND SPECS

	CABERNET SAUVIGNON	CHARDONNAY	PINOT NOIR	SAUVIGNON BLANC
Bottles/Case	12 x 750ml	12 x 750ml	12 x 750ml	12 x 750ml
Case Weight (lb)	35	36	36	35
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	12.875 L 9.75 W 11.875 T
Bottle	11.84/2.86	11.789/3.17	11.789/3.17	11.84/2.86
Layers on Pallet	4 layers	4 layers	4 layers	4 layers
Cases/Layer	16 case per layer	14 case per layer	14 case per layer	16 case per layer
Cases/Pallet	64 case per pallet	56 case per pallet	56 case per pallet	64 case per pallet
Load Information	22 pallets	20 pallets	20 pallets	22 pallets
Per 40' Truck	1,280 cases	1,232 cases	1,232 cases	1,280 cases
UPC	00818292014465	00818292014472	00818292014489	00818292014496
SCC	0081829204540	0081829204557	0081829204564	0081829204571