

CAMPO VIEJO



TEMPRANILLO

PORTFOLIO FOCUS: Scale the core with new distribution of Tempranillo and drive Campo Viejo display opportunities through full-year retail support

CAMPO VIEJO TEMPRANILLO

The most vibrant expression of Rioja Tempranillo and can be described as Pinot Noir meets Shiraz. Native to Rioja, Tempranillo is the region's signature grape.



VARIETALS: 100% Tempranillo

+33.3%

\$ % GROWTH OF TEMPRANILLO¹

+74.8%

LIFT ON DISPLAY²

2x

IMPACT HOT BRAND AWARD WINNER

Tempranillo is the fastest growing Red varietal (+10%)³

Campo Viejo Over-Indexes With Affluent (+\$80K) Consumers³

AT THE HEART OF AN ON-FIRE PORTFOLIO

39

Months of Consecutive Growth⁴

Growing

7x

Faster Than Total Table Wines⁵

+89.6%

Lift On Display⁶

FORMAT: 12 PACK
PRICE: \$10.99
BOTTLE: 750ML



live uncorked

Sources: 1. Total US xAOC + LIQ Plus, % Chg YA 52 wks ending 05/16/20 ; 2. Total US xAOC + LIQ Plus, Any Display 9L Eq % Lift YA 52 wks ending 05/16/20 3. Nielsen Total US XAOC, 52wks ending 05/02/20; 4 Nielsen, US XAOC 9L Eq Vol, 4wk periods ending 05/16/20; 5. Nielsen TTL US XAOC+LP, 52wks ending 05/02/20; 6. Nielsen TTL US XAOC LIQ PLUS, Any Display 9L Eq % Lift, 52wks ending 05/02/20

Campo Viejo®



PRODUCT DETAILS

WINE MAKING & AGING

100% Tempranillo, aged four months in American oak barrels. Rich and intense ripe fruit with vanilla and spice notes. Compared to other Riojas, it has more intense red fruit flavors and effervescence, making it more versatile with food.

TASTE

Vibrant expression of Tempranillo from Rioja with aromas of ripe red fruit and brown baking spices. This medium bodied wine is perfumed and lush. Its bright dark cherry color and fresh fruit flavors suggest a young and lively wine.

OFF PREMISE CHANNEL PRIORITIES

- | | |
|----------------|---------|
| 1. Grocery | 3. Club |
| 2. Independent | 4. Drug |

WHERE WE WANT TO BE

- Eye-level at center of shelf
- Position immediate left/right of #1 SKU in set
- Where multiple Campo Viejo SKUs are present, brand block either horizontally or vertically

ON PREMISE: WHERE WE WANT TO BE

- BTG young, urban, professional **Happy Hour** locations
- BTG at urban, **group-friendly restaurants** with a fun, lively atmosphere

ABOUT CAMPO VIEJO



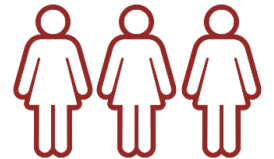
Out of the 70 Denominations of Origin, only two are Qualified Denominations of Origin, considered the top tier of winegrowing regions in Spain. Rioja is the oldest and the most prestigious of the two regions.



Tempranillo, the fastest growing wine varietal, is at the midpoint between Pinot Noir and Cabernet Sauvignon.



In 2011, Campo Viejo became the first Spanish winery to be certified carbon neutral.



All our wines are created by a team of our three female winemakers.



BUILDS / MARKET NOTES

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