

CASILLERO DEL DIABLO



CATEGORY INSIGHT

- CdD Cab. is a leader in productivity for the Premium and Import Premium categories relative to competitors.
 - Productivity is +33 % higher at \$ 12 \$/store/week versus average Premium and Import Premium Cab (\$9)
- The CdD shopper spends more per trip and has a higher average basket spend during Sept/Oct (Halloween program month) than any other time of the year!

REASONS TO BELIEVE

- CdD Cab Sauv remains the #1 Premium Chilean Import Cab Sauv
- CdD was highlighted by Wine Intelligence for the 5th consecutive year as the 2nd Most Powerful Wine Brand in the World and the 1st in Latin America!
 - CdD continues to overdeliver on quality
 - 2019 Cab Sauv Best Buy in Wine Enthusiast
 - 2019 Carmenere Best Buy and Top 100 in Wine Enthusiast



CONSUMER AWARENESS LEVERS

- TV AD CAMPAIGN: A targeted TV campaign will feature Global Casillero Ambassador, actor Pedro Pascal
- Paid social and Influencer Marketing

