



ST HUBERTS THE STAG

INSTINCT LED YOU HERE



MAKE YOUR OWN WAY. FIND YOUR OWN PATH. FOLLOW YOUR INSTINCT.

ST HUBERTS THE STAG is a wine of a different breed. To harness the wild Paso Robles terroir, St Huberts The Stag comes to California with renewed purpose and commitment to create bold wines for adventurous people.

A pioneering spirit lives on in each bottle and reflects the best varietals in Paso Robles and the central coast. We follow instinct and passion to create high quality, confident wines. Every glass is crafted to celebrate adventures had, and the journeys to come.

CATEGORY OPPORTUNITY

The momentum behind St Huberts The Stag is outpacing the competition and is currently growing faster than the top ten cabernets in the \$15-\$19.99 Ultra Premium category.

The Ultra Premium category continues to show rapid growth **+10%** in \$ Sales % vs. YA. Giving this brand a runway to success.

Sourcing has provided a great transition to Paso Robles and Santa Barbara. The central coast represents more than half billion dollar in sales and 15% of total CA state wine production.

STATS

- +53% IRI \$ Sales growth in Fiscal vs. YA
- +66% IRI Volume Sales % change vs. YA
- +55% Feature and Display growth in latest 52wks
- Top 25 best selling Cabernet \$15-\$20

SRP

Cabernet Sauvignon* and Red Wine: \$19.99/\$17.99

Chardonnay*: \$16.99/\$14.99

BTG: Reds \$12 / Whites \$10

UPC will remain the same for both the Chardonnay and Cabernet

Sources: IRI Total MULO + Conv Latest 52-Week Period Ending 12.29.19
Pasowine.com





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SPEC SHEET

| Varietal | Red Blend | Cabernet Sauvignon | Chardonnay |
|----------------------|-------------------|--------------------|-----------------------|
| Vintage | 2017 | 2017 | 2019 |
| Appellation | Paso Robles | Paso Robles | Santa Barbara |
| Alcohol | 14.8 | 13.9 | 14.4% |
| Bottle Height(in) | 11.78" | 11.78" | 11.62" |
| Bottle Dia(in) | 3.27" | 3.27" | 3.2" |
| Case Pack | 12x750 | 12x750 | 12x750 |
| Case Volume | 9LE | 9LE | 9LE |
| Case Dimensions (in) | 13.6 x 10.3 x 12" | 13.6 x 10.3 x 12" | 13.5 x 10.18 x 12.25" |
| Case Weight | 38.9 | 38.9 | 33.6lbs |
| Cube (Pallet) | 47.8 x 41 x 48" | 47.8 x 41 x 48" | 48 x 40.75 x 54.5" |
| Cases per Layer | 14 | 14 | 14 |
| Layers per Pallet | 4 | 4 | 4 |
| Cases Per Pallet | 56 | 56 | 56 |
| UPC | 089819722983 | 089819711192 | 089819721337 |
| SCC | 10089819722980 | 10089819711199 | 10089819721334 |
| Item Number | 8057640 | 8034031 | 8060981 |
| LMC Tier | | | |
| Cases Produced 9LE | 10,764 | 21,600 | 8,100 |
| NIR Number | | | |
| Point Value | | | |
| TTB# | 19213001000406 | 19176001001136 | 20015001000711 |