

# 19 Crimes.

MARTHA'S  
LIGHTER  
CHARD

## BRAND STORY

19 Crimes tells the true story of rulebreakers who beat the odds and overcame adversity to become folk heroes. This spirit lives on today through innovators like Martha Stewart, a self-made icon who built a domestic empire. Martha's drive embodies the timeless values of the 19 Crimes mavericks who came before her.

## OPPORTUNITY

- **Better-For-You (BFY) wine is growing double digits +136%<sup>1</sup> & Martha's Lighter Chard will disrupt the segment** with an **iconic ambassador** and **key differentiator** from early entrants in the category
- Chardonnay is the **3<sup>rd</sup> largest varietal (\$14.3M +74% vs. YA)** in BFY segment accounting for **14% of total segment sales<sup>2</sup>**
- Leverage the success of **19C Modern Franchise & Martha's Chard**

## WINE / PACKAGING

- **California lighter style Chardonnay** – same flavor and quality of Martha's Chard with fewer calories & lower alcohol
- Screwcap to align with competitive set - featuring an image of Martha on the inside of the cap



**FPO**

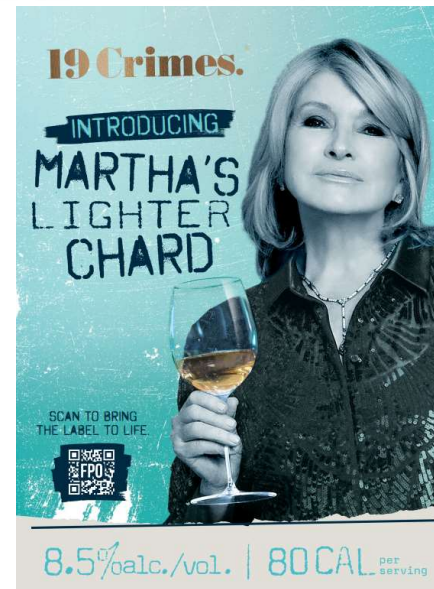
**SHIPPING** – December 2022

**SRP** – Line priced with  
Cali Red/Cali Rose/Martha's Chard

# 19 Crimes.

MARTHA'S  
LIGHTER  
CHARD

Varietal	Chardonnay
Vintage	2021
Appellation	California
Alcohol	8.5%
Bottle Height (in)	12.2 in
Bottle Diameter (in)	3 in
Case Pack	12x750
Case Dimensions (in)	10.19 in x 13.5 in x 12.25 in
Case Weight	33.34 Lb
Cases per Layer	14
Layers per Pallet	4
Cases Per Pallet	56
UPC	012354008106
SCC	10012354008103
Item#	8086655
LMC Tier	Premium
TTB #	22272001000889



FPO

## POS LAUNCH SUPPORT

- Impactful Display
- Case Card
- Shelf Talker
- Necker
- 3-Case Stack
- Standee

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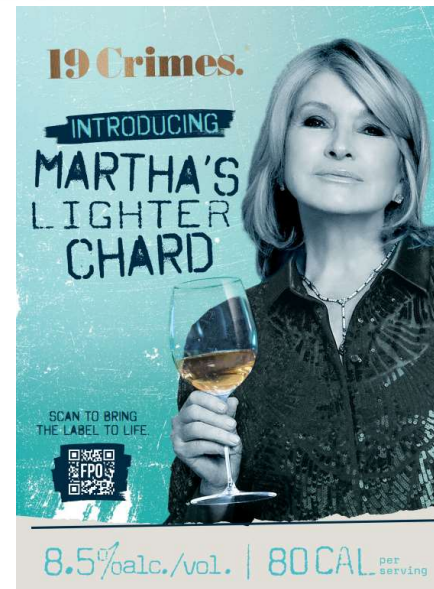
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