

# E LOUAN

## 2022 OREGON ROSÉ DEBUTS THE NEW PACKAGING ROLLING OUT ACROSS THE BRAND IN 2023.

For our Elouan Rosé, we bring together fruit from three distinct terrains along Oregon's coast – North Western Oregon, West-Central Hills, South Western Oregon.

The diversity of these cool climate areas combined with an elongated growing season creates wine with an intensity of fruit flavor, structure, and a fresh, vibrant acidity.

The name Elouan means "good light", which is reflective of the typically cool summers, yet abundant sunshine found in this northern growing region.

- Elouan is the #3 wine brand out of Oregon, across all price points and growing at +4% P26W
- Elouan Pinot Noir, is growing 7% and is outgrowing Oregon Pinot Noir by 10% P26W
- Elouan is the most popular Oregon wine on Vivino (based on ratings). Domestic still rosé wine is growing +13% P52W vs Imported at +5%



White capsule stands out on shelf; branding and design on top communicates Good Light.

Dark color band with Winemaker quote.

Paper shoulder label with vintage date balances package design.

Screen printed sun rays reinforce the concept of Good Light.

Screen printed foothill shaped label communicates Oregon sourcing.

Updated brand logo is clean and contemporary.

Varietal is highlighted with distinct font.

\*All data is NIB as ending 12/31/22

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