

AVALINE



Made with Organic Grapes



Transparently Produced



No Unnecessary Additives

A NEW STANDARD IN WINE.

Avaline offers a range of wines that are made with organic grapes and free from unwanted additives. Founded by two close friends, Cameron Diaz and Katherine Power, the brand aims to raise the standard for what goes into consumers' wine glasses, inspiring them to drink with confidence.

Cameron Diaz *Katherine Power*



OUR COMMITMENT TO ORGANICS, SUSTAINABILITY & TRANSPARENCY

- All vineyards are certified organic, meaning no synthetic herbicides and pesticides are used in farming
- Our wines are free from unwanted additives like concentrates, and all contain <1g Sugar per 5 oz serving
- We share all ingredients and nutritional information directly on our label

POS Support Off - Premise:

- Case Sleeves
- MIRs and IRCs *where legal*
- Varietal Shelf Talkers
- Case Card Inserts

POS Support On - Premise:

- Umbrellas (limited quantity)
- Canvas Cooler (limited quantity)
- Golf Towels
- Baseball Hats

The Details

Wholesale Cost:

SRP:

Margin:

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AVALINE BY THE NUMBERS

- Avaline is the #2 fastest growing wine brand in the top 150 set (current rank #135), up 68.9% vs. L52W
- All of Avaline's core wines rank in the top 10 best sellers in their category, and they launched 3 new varietals in 2023
- During its first three years, Avaline primarily focused on large chain retail; now with momentum behind the brand, they are looking to build their on-prem presence. Support for this channel will include marketing materials, social media and email, community event, influencer and press happy hours, and more!

*L52wks ending 1/27/2024, IRI MULO & Natural Enhanced, Nielsen Combined Liquor

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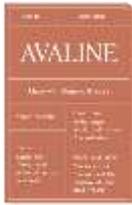
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Taste: Avaline White Blend is dry with a touch of citrus and a crisp finish
Region: Penedes, Spain
Grapes: Xarel lo, Parellada, White Grenache, Macabeo
Certification: Certified Organic by CCPAE (Competent Body of Catalonia)



Taste: Avaline Rose is light and fresh, with notes of melon and zest
Region: Provence, France
Grapes: Grenache, Cinsault, Caladoc, Syrah, Cabernet Sauvignon
Certification: Certified Organic by Ecocert France SAS



Taste: Avaline Red Blend has hints of cherry and a touch of spice.
Region: Rhone Valley, France
Grapes: Grenache, Syrah, Carignan/Cinsault
Certification: Certified Organic by Ecocert France SAS



Taste: Avaline Sparkling is dry, refreshing, and effervescent
Region: Penedes, Spain
Grapes: Macabeu, Sauvignon Blanc, Chardonnay
Certification: Certified Organic by CCPAE (Competent Body of Catalonia)



Taste: Avaline Cabernet offers notes of red berries and a hint of cocoa
Region: Washington, USA
Grapes: Cabernet Sauvignon
Certification: Certified Organic by WSDA



Taste: Avaline Sauvignon Blanc is crisp with notes of citrus and rose petals
Region: Bordeaux, France
Grapes: Sauvignon Blanc
Certification: Certified Organic by Ecocert France SAS



Taste: Avaline Pinot Noir displays notes of wild raspberry and cherry
Region: Minervois, France
Grapes: Pinot Noir
Certification: Certified Organic by Ecocert France SAS

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Avaline Organic White Blend 750mL

UPC: 816136025363
Appellation: Penedès, Spain
ABV: 12.5%



Avaline Organic Rose 750mL

UPC: 816136025349
Appellation: Vin de France
ABV: 12.5%



Avaline Organic Red Blend 750mL

UPC: 816136025370
Appellation: Rhone, France
ABV: 13.5%



Avaline Organic Sparkling Wine 750mL

UPC: 816136025356
Appellation: Penedès, Spain
ABV: 12%



Avaline Organic Cabernet Sauvignon 750mL

UPC: 051497320782
Appellation: Wahluke Slope, WA
ABV: 12.8%



Avaline Organic Sauvignon Blanc 750mL

UPC: 051497382094
Appellation: Vin de France
ABV: 12%



Avaline Organic Pinot Noir 750mL

UPC: 850032189132
Appellation: Vin de France
ABV: 12.5%



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Avaline Organic White Blend 750mL

Appellation: Penedès, Spain
ABV: 12.5%

UPC: 816136025363
SCC: 10816136025360

Case Measurements: 12+5/16 x 9+3/16 x 12+5/8
Case Weight: 33 lbs
Cases per Pallet: 60
Cases per Layer: 15

Bottle Measurements: 312mm x 73.9mm x 16mm
Bottle Weight: 2.75 lbs



Avaline Organic Rose 750mL

Appellation: Vin de France
ABV: 12.5%

UPC: 816136025349
SCC: 10816136025346

Case Measurements: 12+5/16 x 9+3/16 x 12+5/8
Case Weight: 33 lbs
Cases per Pallet: 60
Cases per Layer: 15

Bottle Measurements: 312mm x 73.9mm x 16mm
Bottle Weight: 2.75 lbs



Avaline Organic Red Blend 750mL

Appellation: Rhone, France
ABV: 13.5%

UPC: 816136025370
SCC: 10816136025377

Case Measurements: 12.45" x 9" x 11.95"
Case Weight: 33 lbs
Cases per Pallet: 60
Cases per Layer: 15

Bottle Measurements: 310mm x 73mm x 9.5mm
Bottle Weight: 2.75 lbs



Avaline Organic Sparkling Wine 750mL

Appellation: Penedès, Spain
ABV: 12%

UPC: 816136025356
SCC: 10816136025353

Case Measurements: 14.76" x 11" x 13.14"
Case Weight: 44 lbs
Cases per Pallet: 50
Cases per Layer: 10

Bottle Measurements: 300mm x 91mm
Bottle Weight: 3.7 lbs



Avaline Organic Cabernet Sauvignon 750mL

Appellation: Wahluke Slope, WA
ABV: 12.8%

UPC: 051497320782
SCC: 10051497320789

Case Measurements: 12 5/16" x 9 1/4" x 11 5/8"
Case Weight: 34 lbs
Cases per Pallet: 60
Cases per Layer: 15

Bottle Measurements: 301mm x 74mm
Bottle Weight: 2.8 lbs



Avaline Organic Sauvignon Blanc 750mL

Appellation: Vin de France
ABV: 12%

UPC: 051497382094
SCC: 10051497382091

Case Measurements: 12.2" x 9.2" x 12"
Case Weight: 34 lbs
Cases per Pallet: 60
Cases per Layer: 15

Bottle Measurements: 300mm x 75mm
Bottle Weight: 2.8 lbs



Avaline Organic Pinot Noir 750mL

Appellation: Vin de France
ABV: 12.5%

UPC: 850032189132
SCC: 10850032189139

Case Measurements: 13" x 9.8" x 11.8"
Case Weight: 34 lbs
Cases per Pallet: 60
Cases per Layer: 12

Bottle Measurements: 296mm x 81mm
Bottle Weight: 2.8 lbs