

HEARTLAND Q3 SAMPLINGS

Whispering Angel
PROVENCE

MINUTY

CATEGORY LEADERS HERE TO OWN SUMMER

WHY?



All Spring & Summer Long: 65% of our Rosé sales are done in Q2-Q3. Summer hosting holidays, such as 4TH of July



Consumer Favorite, Category Leaders:

Whispering Angel is the #1 Super Premium Rosé and #1 French Wine by value in the US and Minuty is the #1 Rosé in France + Europe



Crisp, Refreshing Style: The brands are beautifully crisp, versatile and refreshing, offering consumers premium wines for warm-weather months.



Capitalize on Latest Consumer Trends: With macroeconomic factors at play, consumers are gravitating toward more affordable price points. Capitalize on the latest consumption behaviors by keeping the Rosé Wine of choice top of mind this summer by driving display and visibility.

SUMMER SIPS

This summer, Whispering Angel and Minuty are joining forces to redefine the Summer Sips occasion. As iconic leaders in their categories, harness the power of two to drive breakthrough growth—expanding distribution, igniting demand, and maximizing visibility across the U.S. all season long.

ACTIVATION DETAILS

- **DURATION:** 3 Hours (**3-hour activation**, including setup & breakdown)
- **STAFFING:** 1 ABS Sampler
- **SAMPLING:** CDE Whispering Angel, Minuty M and The Beach and Rock Angel if Available
- **SUGGESTED PURCHASE:** Account should have 2 Cases of Whispering Angel & 2 Cases of Minuty M
- **PRODUCT SPEND UPTO:** \$80.00

OFF-PREMISE STRATEGY

ACCOUNT FOCUS: High-velocity accounts

KEYTIMES: Summer & KSOs (i.e., Memorial Day, 4th of July, Labor Day)

STRATEGY: Position the brands at multiple touchpoints in-store by leveraging our **existing display tools**.

- **Whispering Angel:** 375ML, 750ML, and 1.5L on-shelf, display, and cold box.
- **Minuty:** focus on M distribution

