



2016 THE UPRISING



BRAND STORY

19 Crimes launched in 2013 with a Red Blend wine and has seen explosive growth over the past 4 years. With the introduction of Cabernet Sauvignon in 2015, the brand is on fire nationally!*

- 19 Crimes is now the **#2** selling Red Blend in the \$10-19 price point!
- 19 Crimes was an Impact Hot Brand Award for 2015 & 2016
- 19 Crimes is a **top 10 by-the-glass** Red Blend on premise and growing **+53%**
- The brand is in growth across all major on premise channels including key Independents, Outback Steakhouse, Elephant Bar, & Palomino
- Depletions continue to grow....**EVERYWHERE. 54 of 54 sales markets** are in growth

WHY THE UPRISING?

- Wine Aged in Spirits Barrels are a very hot growing at 52%
- Consumers are familiar with the use of Bourbon barrels but this will be the first Rum Barrel Aged wine in distribution, and will intrigue consumers looking for something new.
- The concept scored very well with 19 Crimes consumers.
- The Rum Rebellion is a fascinating part of Australian history that adds a new chapter to our brand story.

BRAND OPPORTUNITY

The Uprising, a new wine aged for 30 days in Rum Barrels, pays homage to Australia's Rum Rebellion of 1808. Due to the Government's hindering of the rum trade, citizens and soldiers banded together to overthrow them. We aged a portion of this wine in Rum barrels lending a warm brown sugar finish to this dark jammy wine.

TASTING NOTES

The vintage 2016 is Shiraz dominant lending bright raspberry fruit and plush tannin structure with Cabernet Sauvignon to provide blackberry fruits, palate weight and structure and then Grenache to provide spice and fruit sweetness on the palate. The nose has intense lifted mocha, caramel and baking spice notes. On the palate the wine is full and mouth coating with brown sugar, jammy blackberry and chocolate notes.

LOCAL PRICING

\$X.XX

Insert Local

\$X.XX

Pricing



*Source: IRI Total US 52 Weeks Ending 2/19/17; Guestmetrics Total On Premise Q3 2016; TWE Internal Depletions CY 2016

**Source: IRI 03.19.17 52 Week