

INTRODUCING APOTHIC ROSE VI6 LIMITED RELEASE

APOTHIC

Positioned to Win:

- #2 Premium Wine Brand¹
- Rosé is the #1 growing varietal by Dollar Trend (+51%)²
- Apothic's rabid fans seek out seasonal items and are asking for a Rosé

Tasting Note: Layers of strawberry and watermelon with a hint of raspberry, for a refreshing wine that is light in color, yet dark in nature.

Launch Date: March 1, 2017

What's new about the Apothic Rosé vintage 2016 wine style?

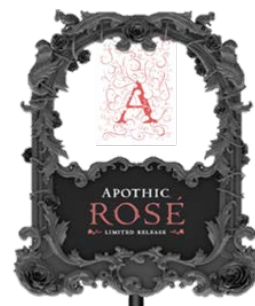
- Lighter in color, more vibrant and fruit-forward with fresh strawberry and raspberry, whereas the 2013 had more blue fruit and ripe watermelon
- More balance between sweet and sour (acidity), compared to the 2013, which was more sweet

Brand Standards

- SRP: Line-priced with Apothic portfolio at \$10.99
- Shelf: Brand block or Rosé set
- Display: Incremental standalone display or expand 35+ case brand displays with incremental Rosé cases

POS

- Pole Topper, Carton Rider, Shelf Talk/Necker, Glorifier



Product Specs

UPC: 008500002154
SCC: 50085000021540
Bottle Height: 11.66 in
Bottle Width: 3.27 in
Bottle Depth: 3.27 in

UPC

008500002154

