

Farmers of Wine - Italian Red Blend 750ml

New to US market...Farmers of Wine Italian Red Blend



- **Consumers are going back in time. They want to buy directly from Farmers. They want to eat and drink products made by Farmers. Why...**
 - They believe in Farmer's caring hands
 - They believe in quality products made by Farmers
 - They want genuine products made by genuine Farmers
- **Farmers Markets are more popular than ever**
 - Farm to Table, Farm to Fork & Farm to Bottle
- Farmers of Wine is far ahead of the wine industry's organic, biodynamic & sustainable trends...this wine is a focus on the people...the Farmers.
- Outstanding quality for value proposition – hits sweet spot of \$11-\$15
- Hot Category of Italian Red Blends (Underdeveloped) - currently performing 143% better in \$ Vol and 145% better in Case Vol...than Total Wine Category (US Food & Drug 5/24/14)
- Beverage Media Journals Trade Print, National Consumer Print, PR & Media Outreach Events, Social Networking, TV Product Placement



Item Specifications

Supplier	Enovation Brands
Item Description	Farmers of Wine Italian Red Blend - 12 bottle case
UPC/SCC	0857660004059 / 10857660004056
Case Measurements/TI-HI	31.3 x 23.5 x 30.3 cm / 14 x 5

Brand Description/Tasting Notes

- A delicious Red Blend from Italy.



Support Tools

- IRC & MIR coupons
- Ratings & Awards
- Racks
- Visibility Materials